TECHNOLOGY DEPT.

JUNE 5, 1950

BROADCASTING TELECASTING

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DETROIT

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ecifically, Where
Radio's Future
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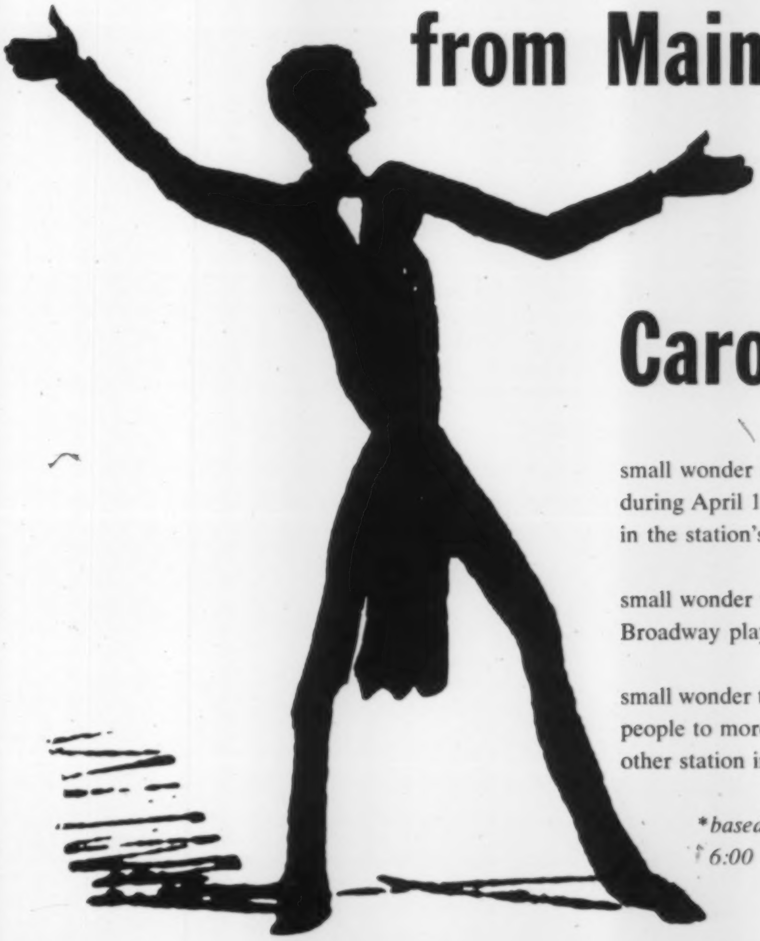
WOR sells everything to almost everybody from Maine to North Carolina...



small wonder that WOR's daytime audience during April 1950 was the greatest for that month in the station's history.*

small wonder that WOR sells everything from Broadway plays to toy planes.

small wonder that WOR sells more goods for more people to more people, more often, than any other station in the United States.

**based on Pulse New York Reports—6:00 AM-6:00 PM*

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

Greatest Show In Virginia

Throughout the length and breadth of Virginia there's nothing to equal Havens & Martin Stations.

Top attraction is WMBG, with its scintillating combination of NBC and local highlights, high on the applause list since 1926.

WTVR is Richmond's only television station. Where but WTVR can tele-viewers turn for visual wonders gathered the world over by NBC-TV.

Nor is FM forgotten. For WCOD serves its enthusiastic audience.

Small wonder that the Havens & Martin trio are the First Stations of Virginia. Small wonder that they're preferred by national advertisers who know Virginia markets.

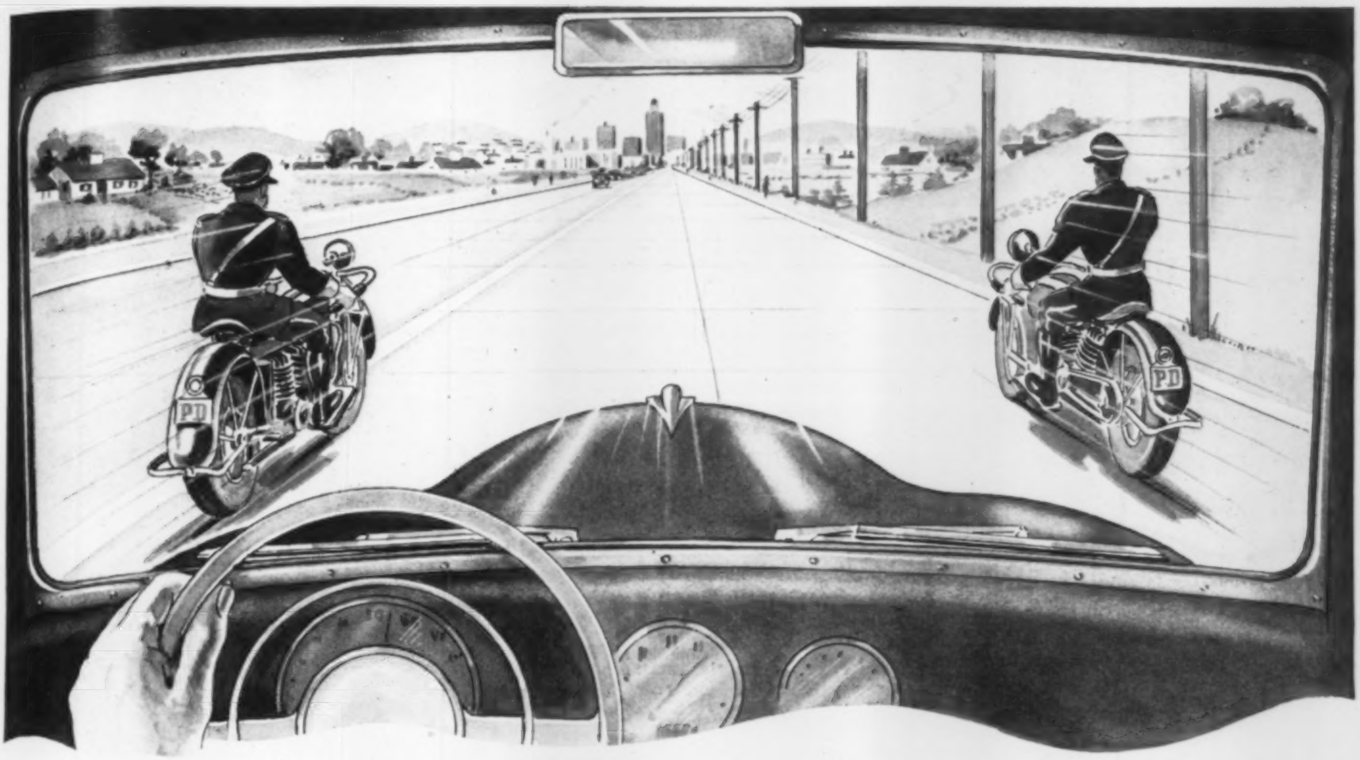
GREATEST
SHOW
IN
VIRGINIA

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

Like a *local* escort . . .



Yankee gets you into any market *faster!*

Yankee home-town stations take you directly into the principal markets of New England. They offer the greatest possible range and flexibility to carry out an aggressive and well integrated campaign aimed at local markets throughout the area.

You have New England's largest regional network — with a widely spread network audience for Yankee and Mutual features. You have direct local impact in each market through your dealer's own home-town station. No waste "circulation." Mass impression everywhere.

With Yankee's 28 home-town stations you can do an all-out job in New England, or you can cover any group of markets to fit your present distribution, expanding to fit your needs.

Open up a hard-hitting New England sales drive. Reach more people, more effectively with Yankee.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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BROADCASTING
at deadline

Closed Circuit

NEXT ORDER of major AM business at FCC can well be disposition of hoary clear-channel case. Present thinking, it's understood, contemplates sandwiching clear-channel consideration between consideration of color TV and overall TV allocations this summer and fall.

WHEN Comr. George E. Sterling appears before Senate Interstate & Foreign Commerce Committee, tentatively set for June 14, in connection with his reappointment for new seven-year term, it's likely committee members will query him on (1) status of TV allocations and color; (2) disposition of clear-channel case (see above); (3) his views on McFarland Bill to reorganize FCC.

DESPITE careful scanning of long candidate list, Radio Mfrs. Assn. presidential selection committee believed far from accord on eve of Chicago convention (see early story page 34). If no outstanding candidate appears during convention, selection of occupant for proposed $50,000 post may be deferred to September.

DANCER - FITZGERALD - SAMPLE, New York, preparing spot announcement campaign for Procter & Gamble's Shasta shampoo to start July 3 in 14 markets.

IS COMBINATION of AM-TV-FM under same ownership in same market a single entity or three separate projects? That question is pending before Jacksonville, Fla., court by virtue of project of City of Jacksonville, licensee of WJAX, to float $400,000 bond issue for TV. Taxpayers' suit brought by WPDQ Jacksonville contends TV was separate project since separate licenses are required, entailing individual approval. Such testimony was given by George Davis, Washington consulting engineer. Paul F. Godley, consulting engineer for city, contended that TV was part of same project as is FM.

ANOTHER Florida city-owned station—WSUN St. Petersburg—also is experiencing bond activity, having validated $250,000 bond issue. In this connection, reports again were current, though unsubstantiated, that station might be sold to private operators.

STANDARD form of contract approved by American Assn. of Advertising Agencies and NAB, it has been discovered, violates Virginia statutes, not because of terms but because 8 pt. type is illegal in contracts. Virginia broadcasters, on local business, therefore must print own forms and in 10 pt. type to conform.

CARTER PRODUCTS Inc. (Arrid) through SSC&B, New York, considering sponsorship of another radio show in addition to *Sing It Again* on CBS, or possibly sponsoring radio version on television. Simulcast was made last week of program.

COMPLAINT of CIO asking FCC to issue temporary licenses against transit radio sta-

(Continued on page 78)

Upcoming

June 5: FCC Hearing begins on reallocation of 470-500 mc band from TV to common carrier, FCC Hdqrs., Washington.

June 5: Pennsylvania Assn. of Broadcasters, Bedford Springs, Bedford, Pa.

June 5-8: Radio Mfrs. Assn. Convention, Stevens Hotel, Chicago.

June 6-7: Free & Peters National Spot Sales Clinic, Edgewater Beach Hotel, Chicago.

June 12-13: Radio Farm Directors Convention, Administration Bldg., Washington.

(Other Upcomings on page 38)

Bulletins

LIPTON'S ice tea, through Young & Rubicam preparing summer campaign to start June 26 in about 100 markets. Contract is for six weeks.

JOHN G. WILSON DIES; RCA-VICTOR OFFICIAL

JOHN G. WILSON, 50, executive vice president in charge of RCA Victor Division of RCA, died Thursday night at his home in Wynnewood, Pa.

Born in Alma, Ill., on Aug. 17, 1900, Mr. Wilson attended public schools and Northwestern U. In 1927 he joined Montgomery Ward as assistant controller and then was made controller. He remained with Montgomery Ward until 1940 when he left to join Goldblatt Bros. Inc., Chicago, as vice president and controller. In 1943 he became vice president and general manager of United Wallpaper Co.

Mr. Wilson joined RCA in June 1944 as administrator of accounts and finance for RCA Victor. He was elected operating vice president in 1945, and in 1947 was elected vice president and general manager of division. In December 1948, Mr. Wilson was elected executive vice president. He was member of Controllers Institute of America and of Society of Naval Engineers.

Surviving are his wife, Mrs. Hazel L. Wilson; son, Michael, and two daughters, Shirley and Jean.

MUSIC WITH TEST PATTERN FAVORED AT FCC HEARING

INDICATION FCC may be inclined to allow some music background to TV test pattern operation during non-program hours—but on strict non-commercial basis—seen in oral argument Friday on Commission's rules restricting separate operation of TV aural and visual transmitters [TELECASTING, Dec. 12, 1949; Jan. 16].

FCC Chairman Wayne Coy feared telecasters would commercialize music-test pattern operation and shackle TV with "illegitimate" type of programming in competition with strictly aural services. Otherwise, he saw logic in arguments for music with test patterns to aid TV sales and installation, as advanced by

(Continued on page 78)

Business Briefly

SWANSDOWN SPOTS ● General Foods (Swansdown cake flour) preparing spot announcement campaign to start in early June for three weeks on 50 stations in 20 markets. Agency, Young & Rubicam, New York.

KELLOGG RENEWAL ● Kellogg Co., Battle Creek, to renew *Mark Trail* on full MBS network starting in autumn. Program had been carried on test basis on about 50 stations. Agency, Kenyon & Eckhardt, New York.

GRUEN SERIES ● Gruen Watch Co., Cincinnati, planning to sponsor *Blind Date* Thurs. 9-9:30 p.m. on ABC-TV. Agency, Stockton, West & Burkhart, Cincinnati.

SPOT TESTS ● Austin Portrait Studios, California and Utah, names Mayers Co., Los Angeles as agency, planning radio and TV test spots in Pacific Coast markets.

CANDY PROJECT ● Barricini Candy, New York, appoints Goold & Tierney, New York, to handle radio spot campaign.

FLORIDA GROUP ELECTS POWELL PRESIDENT

GARLAND POWELL, WRUF Gainesville, elected president of Florida Broadcasters Assn. Friday at opening of two-day meeting at Orlando. He succeeds W. Wright Esch, WMFJ Daytona Beach.

Tom Watson Jr., WSWN Belle Glade, elected first vice president; S. O. Ward, WLAK Lakeland, second vice president; T. S. Gilchrist, WTMC Ocala, secretary-treasurer; Harold P. Danforth, WDBO Orlando, and Doug Silver, WIRH W. Palm Beach, directors.

Chairman of nominating committee was W. G. McBride, WDBO. Other members were Glenn Marshall, WMBR Jacksonville, and James M. LeGate, WIOD Miami. W. Walter Tyson, WALT Tampa, was chairman of Resolutions Committee.

Frank M. King, WMBR, explained plans for Broadcast Audience Measurement, BMB successor, and urged stations to support project. Dawson Newton, advertising manager of Florida Citrus Commission, explained how commission selects media in allotting $1.3 million budget, of which radio gets small share. He suggested stations do selling job on commission and Benton & Bowles, its agency.

Col. D. J. Wilkins, of U. S. Army, explained Army's advertising policy. Letter was read from Maurice B. Mitchell, director of Broadcast Advertising Bureau, explaining radio now gets 50-50 break in Army advertising. Grady Norton, head of Florida Hurricane Service, thanked stations for public service during disasters. FCC Commissioner Rosel Hyde spoke Saturday as did Capt. John Cross, State Dept. (see story page 28).

DURKEE'S NEW AGENCY

DURKEE FAMOUS FOODS Division of Glidden Co., Cleveland, names Meldrum & Fewsmith, also Cleveland, as agency.

NOW . . . IN DETROIT

HIGHER POWER for
WKMH
5000
WATTS
on 1310
KILOCYCLES

MICHIGAN'S MOST POWERFUL INDEPENDENT

WKMH is the PLUS station of Detroit . . . a great abundance of the music everyone wants to hear . . . PLUS competent news coverage, broadcast intelligently and often . . . PLUS complete coverage of all the important sports . . . gives you more listeners per dollar invested throughout Metropolitan Detroit and Southeastern Michigan . . . PLUS a

BONUS: Ann Arbor, Pontiac, Ypsilanti—Toledo and Sandusky, Ohio.

"The TIGER Station"

- Music
- News
- Sports

5000 WATTS

WKMH

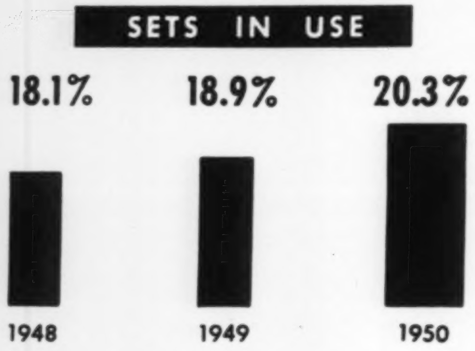
1310 KC

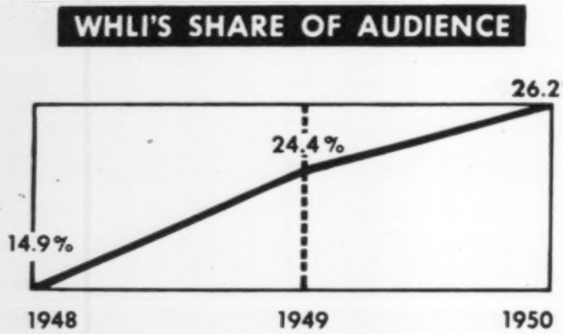
Fred A. Knorr
President & Gen. Mgr.

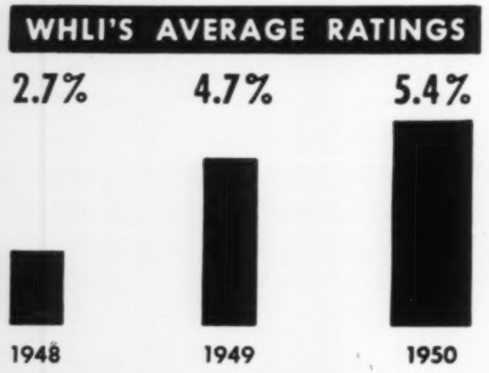
Weed
and company
National Representatives

the *Long Island* story

WHLI KEEPS GROWING







Data Sources: Conlan "Study of Listening Habits", Hempstead, Long Island, New York, daytime, January 1948, January 1949, February 1950.

"THE VOICE OF LONG ISLAND"

WHLI

1100 on your dial

WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY, *President*

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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CIRCULATION AND READERS' SERVICE: JOHN P COSGROVE, *Manager.* Bill Gabriel Jr., Elaine Haskell, Grace Motta Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, *Agency Editor;* Gloria Berlin.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

1. John McNulty, Clevelander, having passed his medical exam and been hired, reports for instructions. He is given general working rules, together with his gate badge and Safety booklet.

KEEP THE GREEN LIGHT BURNING
DAYS SINCE 32 LAST ACCIDENT
LAST ACCIDENT OCCURRED IN
MASON
BLAST FCES
INSPECTION
ELECTRICAL
MECHANICAL
GEN. LABOR
BLOOM

2. On his way to the Safety equipment department, he pauses to look at the plant Safety scoreboard. It's a constant reminder for steelworkers to be safe and stay safe.

3. Next, John is fitted with a pair of Safety shoes. Their steel toe caps protect his feet from possible injury.

John McNulty's Training Shows How Steel Plants Became One of the Safest Places to Work

Today the steel industry is one of the four safest major industries in the country. In 40 years the number of employee accidents in steel has been cut by 90 percent.

That seems like a miracle and it is. It has been achieved in two ways. First by installing accident-prevention devices. And second, by constantly reminding workers of safety through training and education.

The minute a man starts, his training in Safety begins. That's the way the steel industry protects its more than 600,000 employees, helps them to *be* safe and *stay* safe. Here, John McNulty gets acquainted with ways of Safety in steel.

4. John's foreman shows him how to handle his new job safely and efficiently. Right here he is explaining the electric controls of a conveyor which transports 10-ton coils of steel.

5. Here a supervisor is making a periodic check with calipers on the chains and coil hooks of John's conveyor. Evidence of defects or overstrain means prompt replacement to prevent accidents.

Protective Equip
a-Safety Shoes
b-Arm Guards
c-Goggles
d.
ENEMY of SAFETY

6. Department foremen conduct regular Safety meetings. John joins in a general discussion of what steel workers wear for Safety.

Steel works for EVERYONE

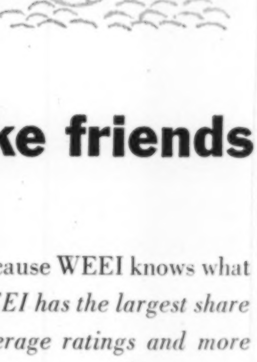
AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVE., NEW YORK 1, N.Y.

In Boston...it takes time to make friends

Boston is Boston...and there's no place quite like it. Take friendship, for example. Boston forms its friendships slowly. But once formed, they last forever. It's true in radio, too.

Most of Boston's radio favorites today are the hometown "real folks" WEEI first introduced many years ago — 20-year veterans like E. B. Rideout, the weatherman; Caroline Cabot and her shopping service; Carl Moore of the rapier wit; or such comparative "newcomers" (all on WEEI at least 10 years) as Uncle Elmer, Ken Ovenden, Charlie Ashley, Mother Parker, Jesse Buffum, Priscilla Fortescue.

They're all on WEEI . . . because WEEI knows what Boston likes. *No wonder WEEI has the largest share of audience, the highest average ratings and more quarter-hour wins than all other Boston stations combined.*† *And today WEEI's bigger audiences are giving sponsors more for their money than ever before.*



the station is **WEEI**

Columbia's Friendly Voice in Boston

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†*Pulse of Boston, March-April 1950*

Agencies

LINDSAY MacHARRIE, for past five years radio and TV production supervisor and producer for Young & Rubicam, joins Calkins & Holden, Carlock, McClinton & Smith, New York, as manager of radio and television production.

ANTHONY C. PIERRO, media director of Geyer, Newell & Ganger, New York, elected a vice president of agency. He has been with firm since June, 1949. Before his association with G, N & G, he was media director of Buchanan Co., and before that was with Gotham Adv. Co. and Paris & Peart Agency.

CHARLES SCHAFER, formerly sales promotion manager for Crosley Distributing Corp., New York, appointed director of public relations and sales promotion for Brisacher, Wheeler & Staff, San Francisco, New York and Los Angeles.

WILBY M. DURHAM, formerly active in Utah radio circles, joins Ross Jurney & Assoc., Salt Lake City, as account executive.

ROBERT W. KELLOGG Jr., formerly with Brooke, Smith, French & Dorrance, joins copy staff of Denman & Betteridge Inc., Detroit.

JAMES M. NEVILLE joins public relations department of John LaCerda Agency, Philadelphia.

LaVAUGHN HANSON, formerly with Leo Burnett Co., Los Angeles, joins advertising service section of Young & Rubicam, Hollywood.

ANNABELLE ANDERSON, timebuyer with Maxon Inc., New York, will broadcast in French on subject of radio and television timebuying for Voice of America.

DON McGEE, formerly account executive with Campbell-Mithun, Chicago, joins Mayers Co., Los Angeles, in newly created post of director of marketing and merchandising of new products.

JOHN HALPERN, formerly with Erwin, Wasey & Co., joins Pedlar & Ryan, New York, as assistant radio and television director.

WHITNEY HARTSHORNE, formerly radio and television timebuyer for Erwin, Wasey & Co., Los Angeles, named general media director of agency. He replaces **BUELL M. BROOKS,** who left to join Scripps-Howard Newspapers, San Francisco. **JOHN R. SCHLUTER,** formerly Erwin, Wasey traffic supervisor, will act as agency timebuyer under supervision of Mr. Hartshorne.

L. R. BLOOM, former media director of Geyer, Newell & Ganger, Detroit, joins Kenyon & Eckhardt, Detroit, in same capacity.

JOHN JESSUP, former account executive at KJR Seattle, joins staff of Romig C. Fuller & Co., same city. Firm deals with radio and TV exclusively.

HERBERT S. LENZ, formerly with Young & Rubicam and R. H. Macy, New York, joins Farson, Huff & Northlich, Cincinnati, as senior account executive and director of merchandising.

LOUISE PACKARD, formerly continuity editor and women's director for WLOW Norfolk, Va., joins staff of Henry J. Kaufman & Assoc., Washington, as TV producer.

ROIZEN ADV. INC., Buffalo, N. Y., elected to membership in American Assn. of Adv. Agencies.

BARRY WALL, manager of Viewer Depth Surveys, New York, June 1 joined research staff of Warwick & Legler, New York.

BURTON BROWNE, partner in Burton Browne Adv. Agency, Chicago, awarded honorary Doctor of Science in Business Administration degree by U. of Hollywood.

DAVID VAN de WALKER, office manager of Young & Rubicam Inc., Hollywood, is the father of a girl, born May 21.

New Addresses: MOGGE-PRIVETT Inc., Los Angeles, moves to new and larger quarters in Citizens National Bank Bldg., Wilshire Blvd. at Curson Ave. New phone is York 7243.

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

8000 Indians got the word!

WMBD promotion proves vast morning audience

"Ugh, heap many Braves in Peoria" sighed WMBD staff members after more than 8000 Peorians stormed the doors for colorful Indian hats. Occasion was the triumphant return of the Bradley University basketball Braves from the NCAA playoffs at Kansas City.

Four short announcements on early morning shows comprised the only publicity. Long before noon the station was swamped as fans lined up shoulder to shoulder in WMBD's outer lobby.

WMBD
WELCOME BRAVES
WELCOME BRAVES

Striking, if somewhat startling, evidence of WMBD's vast and responsive audience — *PROOF that people listen to the radio in Peoria . . . and particularly WMBD!*

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

New Business

FEDERAL BLDG. & LOAN Assn., Salt Lake City, names Ross Jurney & Assoc., same city, to handle advertising. Extensive use of radio planned.

FOELL PACKING Co., Chicago (Rose Brand canned meat products), appoints Gordon Best Co., same city, to handle its advertising.

A. HOLLANDER Co., Newark, N. J., through Grey Adv., New York, currently sponsoring Wendy Barrie, Thursday, 10:30-45 a.m., on WNBT (TV) New York expected to expand show on entire network beginning this summer.

HOWARD D. JOHNSON Co. (restaurants) schedules radio spots to be used locally in cooperation with advertising campaign. N. W. Ayer is agency.

PLAZA STUDIOS (blouses and scarves), New York, appoints Yates, Wertheim & Babcock Inc., same city, to handle its advertising. Television spots will be used. **Charles L. Babcock** is account executive.

Network Accounts . . .

KRAFT FOODS, Chicago (Parkay Margarine and other products), replaces *The Great Gildersleeve* with *The Falcon* on NBC for 11 weeks starting June 21. Show is aired Wednesday, 7:30 to 8 p.m., CDT. Agency: Needham, Louis & Brorby, Chicago.

EMBASSY CIGARETTES to sponsor *The Web*, mystery series, beginning July 11 on CBS-TV Tues., 9:30-10 p.m., in period vacated for summer by *Suspense*. Agency: Geyer, Newell & Ganger, New York.

MARS Inc., Chicago (Milky Way candy bar), to sponsor five-a-week, five-minute show on 200 ABC stations 5:55-6 p.m. in all time zones starting in September for 52 weeks. Show to follow *Jack Armstrong* and *Sky King*, aired alternate days and to be cut from 30 to 25 minutes. Agency: Leo Burnett, Chicago.

AMERICAN SAFETY RAZOR Corp., Brooklyn, N. Y. (A.S.R. lighters), contracts for 8-8:30 p.m. segment of *The Show Goes On*, over CBS-TV, effective September 28. Agency: McCann-Erickson Inc.

RONSON ART METAL WORKS Co. Inc. (Ronson Lighters) renews sponsorship of *Twenty Questions* for fifth year on MBS, Sat. 8-8:30 p.m. Grey Adv., New York, handles Ronson account.

BONAFIDE MILLS Inc. returning Sept. 1 to NBC-TV with *Bonny Maid Versatile Varieties*, Friday 9-9:30 p.m., after eight-week summer hiatus.

SYLVANIA ELECTRIC PRODUCTS, Colonial Radio & Television Div., will air one top football game each Saturday over ABC starting Sept. 30. Kenyon & Eckhardt is the agency.

ELECTRIC AUTO-LITE Co., renews *Suspense* on CBS for next fall. Advertiser also has scheduled *Suspense* on CBS-TV to return Aug. 28. Cecil & Presbrey, New York, is agency.

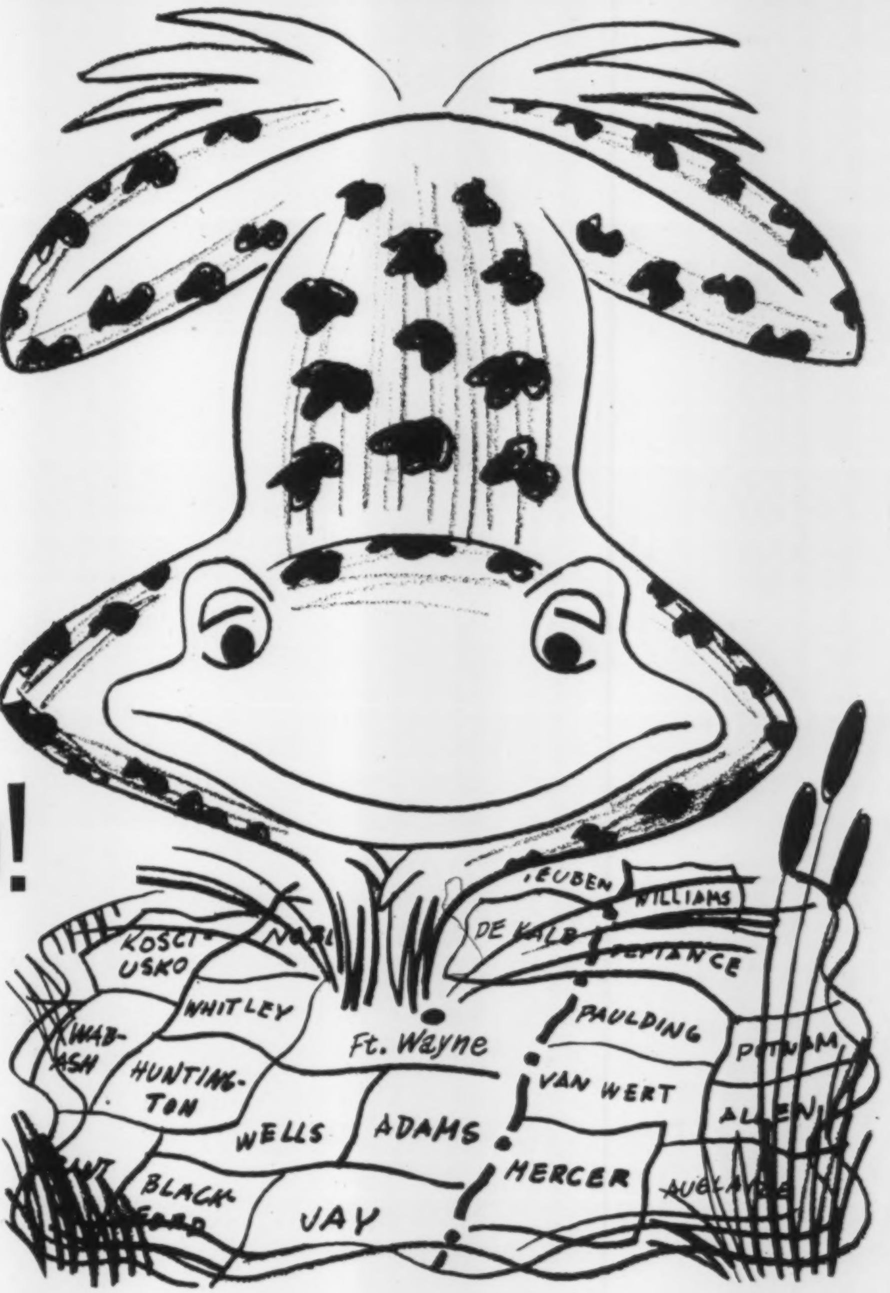
Adpeople . . .

WILLIAM BROOKS SMITH, advertising director of Thomas J. Lipton Inc., appointed chairman of Assn. of National Advertisers Radio and Television Steering Committee.

JAMES CALVIN AFFLECK, formerly with Radiomarine Corp. of America appointed to newly created post of sales promotion manager of receiver sales division of Allen B. DuMont Labs.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn., buyer of broadcasting for many years, changes its name officially to Green Giant Co.

This "Pond" is Bigger Than San Francisco!


KOSCI-
USKO
NOBL
EUBEN
WILLIAMS
DE KALB
DEFIANCE
WHITLEY
WAB-
ASH
Ft. Wayne
PAULDING
PUTNAM
HUNTING-
TON
VAN WERT
ALLEN
WELLS
ADAMS
ANT
BLACK-
FORD
JAY
MERCER
AUGLAIZE

It's the area covered by WOWO.. not only Fort Wayne and its suburbs, but a huge Midwest market of *49 BMB counties.* A market with almost *300,000 Radio Families*.. bigger than the city of San Francisco! A market in which WOWO programs show consistent leadership in listening surveys.. morning, noon, and night! To reach this important segment of the nation's purchasing power most economically and most forcefully, ask Free & Peters about WOWO.

WOWO FORT WAYNE

ABC AFFILIATE

A BIG FROG IN A BIG POND!

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales

KVOO

OKLAHOMA'S GREATEST STATION FOR 25 YEARS

BMB SHOWS KVOO

Blankets

OKLAHOMA'S NO. 1 MARKET *Plus*

Adjacent Bonus Counties in Kansas, Missouri and Arkansas

And KVOO Blankets this rich market more intensely than does any other medium. The 1949 BMB report shows each of the 30 counties in the Tulsa Market Area of Northeast Oklahoma plus 13 counties in Kansas, Missouri and Arkansas within the KVOO 50-100% daytime area.

KVOO shows a radio family audience in the 1949 BMB report of 799,050 daytime against 683,920 in the 1946 BMB report; and a 1949 nighttime audience of 1,270,040 against 997,040 in 1946.

1949 KVOO BMB DAYTIME

Counties With:	No. of Counties	1949 Radio Families	KVOO 6-7 Days a Week Audience*	%
50-100%	50	384,470	231,930	60
30-49%	20	103,790	16,640	16
10-29%	76	310,790	17,330	5
	146	799,050	265,900	33

1949 KVOO BMB NIGHTTIME

Counties With:	No. of Counties	1949 Radio Families	KVOO 6-7 Nights a Week Audience*	%
50-100%	41	333,510	150,700	45
39-49%	38	143,960	18,100	12
10-29%	230	792,570	35,330	4
	309	1,270,040	204,130	16

*Families among 1949 radio families listening to KVOO 6 to 7 days (or nights) a week.

Edward Petry & Co., Inc.
National Representatives

NBC AFFILIATE
50,000 Watts

KVOO

BLANKETS OKLAHOMA'S NO. 1 MARKET

Feature of the Week

AN HISTORICAL anecdote culled from New England's prodigious backlog walked into WEEI Boston's sales office early in May and signed a contract. Or so it seemed to the station.

For several months, old buildings in a mid-city block owned by The Jordan Marsh Co., department store, have been coming down to make way for new ones. During this bevy of construction, Walter Piper, editor of the "Walter Piper Page" of Jesse H. Buffum's *New England Almanac* (Mon.-Sat. 6:15-6:45 a.m.) joined sidewalk superintendents.

Mr. Piper's eye fixed itself on a large block of granite that had the initials SPG carved upon it. It aroused his curiosity sufficient enough for him to make mention of it in his script. Mr. Buffum picked the item out for special attention on the broadcast and as Mr. Piper contributed further investigative reports, he relayed them to listeners.

The Piper diggings brought forth an historic tale reaching as far back as December 1800. In that year, Samuel Pickering Gardner—hence the SPG—purchased the land, house, coach-house, farm buildings and pear and apple orchards from Frederick W. Geyer, a Loyalist sympathizer during the

(Continued on page 69)

Linking past and present are Messrs. Gardner (1) and Buffum. This is G. Peabody Gardner, lineal descendant of the historic Gardner.

* * *

On All Accounts

"ONE of the important contributions radio has made to Midwest living has been the instantaneous contact isolated farm families have with events throughout the world."

This view has been expressed by Mrs. Eileen Gould, who, as media director for the Ambro Advertising Agency of Cedar Rapids, Iowa, handles 26 accounts whose more than 100 broadcasts are aimed at this vast market.

With Ambro since 1945, the vivacious young media director's first responsibility is to handle all of the firm's media assignments. However, she has had an opportunity to work in several phases of the agency operation. She also writes some radio copy and has the important job of speeding the work of her 16 associates by controlling the production department's productrol board.

EILEEN

In preparing for her position in this wealthy and important market, Eileen worked in radio and television at CBS and WBBM Chicago. A graduate of the Mount Mercy Junior College and Iowa State U., she majored in music and dramatic art. Her first job was with the Northwestern Bell Telephone Co., and she also earned promotions in the field of retail selling.

Since Eileen joined Ambro in 1945, one advantage of her position has been the opportunity given her for "doubling in brass." Her first job with the agency was that of production clerk. In an agency of Ambro's size at that time, she points out, the position was the same as assistant production manager.

After being with the agency approximately six months, she began handling media director's work, a title finally decided upon about a year ago after the firm's extensive growth.

Of the 26 Ambro accounts, all of which Eileen comes in contact with, some representative ones include American Trust & Savings Bank, C. R. & I. C. Railroad, The Hamilton Co., Interstate Finance Corp., Iowa Electric Co., Iowa Light & Power Co., Kilborn Photo Paper Co., The Pickwick Co., Potosi Brewing Co., WKBB Dubuque, Tallo-Hy Kitchens, Thermogay Co., Vigortone Products Inc.

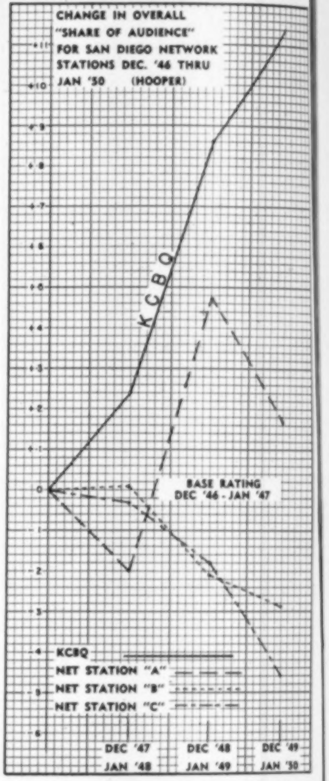
Busy as she is, Eileen stoll finds time to devote herself to other interests. First and foremost is daughter Patricia Kaye, a carbon

(Continued on page 73)

Listeners Switch To KCBQ

San Diego Audience Chooses CBS Station

An overwhelming number of San Diego radio listeners are switching to KCBQ—CBS in San Diego. Figures released today by the station prove that KCBQ is the only San Diego network station



to show an increase in over-all "share-of-audience" during 1949 with all competing network affiliates taking a nose-dive.

San Diego Now 26th Market

Astute time-buyers are taking particular notice of this fact because of the tremendous importance of the swiftly-growing San Diego market, and the strong KCBQ sales story. They point out that San Diego is now the country's 26th market with a diversified, stable economy and the second highest retail sales index (435) in the U.S. today. This figure is also backed up by the 1950 edition of Consumer Markets, published by Standard Rate & Data.

Hollingbery Is Rep.

Inquiries may be made by contacting the KCBQ Sales Department or through the offices of the Geo. P. Hollingbery Co., station representatives.

Ekotape
Pla-mate

It's a Beauty!

FOR THAT ON-THE-SPOT NEWS RECORDING

WEBSTER ELECTRIC

the new Ekotape *Plā-mate* tape recorder

$156.50

The New EKOTAPE Pla-mate is a recorder you'll be proud to take out for on-the-spot news recordings. It's a beauty . . . as smart as modern luggage, and acoustically designed too. Fine tone quality. One central control selects tape speed and direction—fast forward, standard forward for recording and playback and fast rewind. Two-hour playing time with 7-inch reel, and one hour with 5-inch reel. It has 3¾" per second tape speed and "twin track."

As a portable tape recorder for supplementary use around the station—see and hear the new Ekotape Pla-mate.

WEBSTER ELECTRIC

Webster Electric Company, Racine, Wis. • Estab. 1909

"WHERE QUALITY IS A RESPONSIBILITY AND FAIR DEALING AN OBLIGATION"

North Carolina-
the South's
Number ONE
State

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen To WPTF Than To
Any Other Station.

North
Carolina's
Number ONE
Salesman

50,000 WATTS **680** KC
NBC AFFILIATE

WPTF

★ **also WPTF-FM** ★

RALEIGH, NORTH CAROLINA

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 38, No. 23 WASHINGTON, D. C., JUNE 5, 1950 $7.00 A YEAR—25c A COPY

RADIO'S BUSINESS PROSPECTS

Spot, Local Loom Best

[*AFA Convention Story, Page 17*]

RADIO has become a powerful advertising medium but its biggest achievements lie in the future, especially in the field of direct selling, according to J. S. Stolzoff, vice president of Cramer-Krasselt Co., Milwaukee.

Basing his predictions on a scientific poll of advertiser, agency and broadcasting executives, Mr. Stolzoff last Wednesday told the Advertising Federation of America convention in Detroit that "more and more large local advertisers, and regional and national advertisers, are going to use radio on a basis that radio has rarely been used in the past."

Mr. Stolzoff pointed to "a growing group of advertisers who are developing an exciting and successful approach to using radio on a highly profitable basis" and cited results of a survey conducted by Cramer-Krasselt Co. in cooperation with BROADCASTING.

In this magazine's 23d TRENDS survey, station managers and owners predicted increased billings for the radio medium, especially on the national spot and local level [BROADCASTING, May 15].

Revealed for the first time by Mr. Stolzoff are the predictions of advertisers and agencies. They, too, foresee expanded use of the radio medium and Mr. Stolzoff presented their predictions separately and combined with views of broadcast executives.

Radio "Mature"

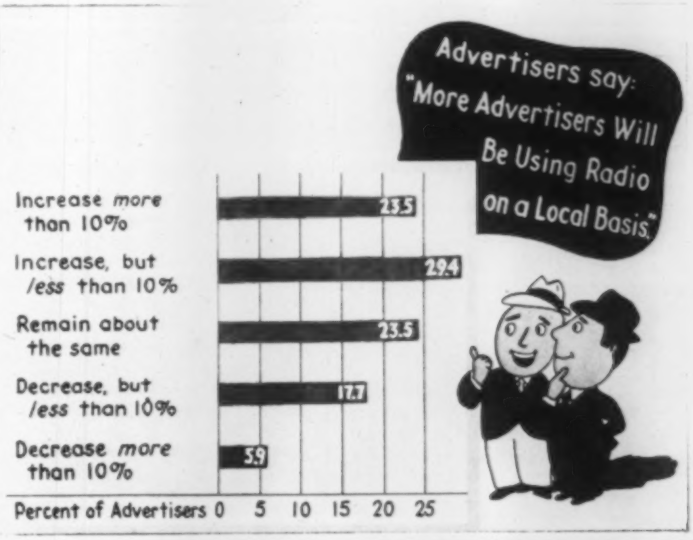
"Radio has reached its maturity," Mr. Stolzoff concluded. "It is today, more than at any previous time in its history, a powerful, flexible giant medium with a sales power limited only by the ingenuity of the people who use it.

"The biggest radio success stories are still to be written. And they will be written by people who are willing to roll up their sleeves and milk every last drop of power from their radio advertising dollars."

Woven into the analysis of advertiser-agency-broadcaster predictions by this key agency executive are case-history stories based on actual direct-selling achievements.

Recalling radio success stories of the institutional type, particularly large local advertisers and the small and medium-sized national advertiser, Mr. Stolzoff said large national advertisers have been heavy users of radio as an important part of their promotional plans. He added that there are many dramatic success stories in which small local advertisers have built their advertising programs around radio.

"During 1949 the two largest local daytime radio users in the nation were two midwestern department stores," Mr. Stolzoff told the AFA. "One of these stores, Schuster's of Milwaukee, used up to 36 hours per week of radio programs on five of the six radio stations in their market. In second place was The Golden Rule, a St. Paul department store, which used up to 22 hours per week of radio during the peak of their 1949 radio promotional plans.



"How successful were these programs?

"The answer is that both of these stores are continuing their schedules with undiminished force through 1950. Another measure could be in terms of product sales."

Mr. Stolzoff explained how the Rule store decided to sell television sets by using a home demonstration offer in which the prestige and confidence enjoyed by the store would be applied to a nationally advertised receiver.

Low Cost Radio

TV sets were sold in large quantities at a total advertising-to-sales cost of less than 5%, he said, "certainly a dramatic figure measured in terms of normal sales cost on a direct selling program." He said other stores are now investigating plans to set up outside organizations with leads developed by using radio as the "promotional backbone."

"By the end of 1950," he continued, "you will see an increasing number of department store advertisers using radio time in large quantities to secure leads for outside selling crews." He added that stores know there are 50

(Continued on page 16)

NAB FEDERATION?

Dual Role at FCC Hearing

NAB appeared before the FCC Friday in a new dual capacity—in favor of and at the same time opposed to a proposed new regulation.

On behalf of aural (AM and FM) station membership the association took a flat stand in favor of a proposed FCC policy that would sharply restrict TV programs in which sight and sound are not integrated.

And on behalf of its TV membership NAB opposed any such restriction.

This dual stand raised suggestion that the association was conceding the need for complete reorganization into a federation but William B. Ryan, NAB's general manager, said no such inference was justified.

Mr. Ryan told BROADCASTING the dual role was entirely consistent with the association's obligation to render full service to all its members. "There is no thought of federating," he said. "We merely are using the NAB organization with maximum flexibility, serving interests within the membership structure.

"I see no need whatever for any federating within the NAB."

Asked if he is studying a reorganization along federation lines, Mr. Ryan said: "No, I'm not studying reorganization. I'm studying organization."

Decision of NAB to appear for TV stations against the FCC's proposed restriction of TV aural operation followed a board poll in which the action was favored on a 4-1 ratio. This poll, it was understood, was not based on the problem of NAB appearances for and against the FCC proposal but merely on the TV stand.

While NAB's Structure Committee was discharged by the board last February after a series of revamping operations, the idea of a federated association was raised at the Chicago convention in an address to independent stations by Edgar Kobak, consultant. The board itself has taken no action along federation lines.

Vincent Wasilewski, NAB attorney, appeared at FCC's Friday hearing on behalf of the association. He was accompanied by G. Emerson Markham, director of the NAB Television Dept. and Edward L. Sellers, director of the FM Dept.

Chairman Wayne Coy ruled that Messrs. Markham and Sellers could not argue for the record

(Continued on page 39)

XUM

Radio's Prospects

(Continued from page 15)

Drawn for BROADCASTING by Sid Hix

"Well, you can always listen to the radio."

prospects on the outside for every one that comes into the store.

"Every test that we know of, that has been conducted by stores attempting to find what will do the best job of securing valid leads at low cost, have shown radio to be the advertising medium best designed to do this job," Mr. Stolzoff said. He cited an example in Detroit in which a leading midwestern manufacturer will use his first commercial radio time in the near future, tying in with 12 to 15 key dealers in an all-out campaign with radio getting 50% of the budget.

Radio Doubles Results

He told of a pilot test in Milwaukee, with radio as the sole promotional weapon, in which a dealer who had spent $3,000 in normal advertising was able to get double the results with a $600 radio campaign—a ratio of 10 to 1 in favor of radio.

Referring to dozens of other campaigns already running or in the planning stage, Mr. Stolzoff said: "The payoff on the radio advertising, quite aside from whatever long-range advertising value there may be, comes within 20 minutes of any given radio broadcast.

"There is no room for these advertisers to wonder whether radio is a good selling medium or not. Each of these advertisers knows immediately how resultful his program has been. Nor can we think of these campaigns as being isolated or being exceptions to the rule. There is every indication that more and more large local advertisers and regional and national advertisers are going to use radio on a basis that radio has rarely been used in the past.

"Radio station operators, advertisers and agencies who have gotten into the field of using radio as a direct selling force, producing immediate leads or immediate sales, have a most optimistic attitude about the direction in which radio is headed.

"That group, and I must confess that I am among them, feel that radio, generally, but most certainly daytime radio specifically, can and will move ahead during the next five-year period—move ahead in volume, in sales results and in the number of advertisers.

"To help get the national radio 'feeling,' a survey based on over 280 reports submitted by advertisers, agencies and broadcasters has recently been completed. In fact the final tabulations have been made within the past few days. The broadcasters were surveyed by BROADCASTING, in cooperation with The Cramer-Krasselt Co.

"The advertiser and agency groups received the same questionnaire from the Research Department of the agency. The stations, the advertisers and the agencies surveyed represent a fairly accurate cross-section. They include the very largest and the very smallest stations. They include radio users, radio non-users, large advertisers, small advertisers, big agencies and little agencies, scattered geographically across the country in television markets and in non-television markets.

Where do agencies believe radio's biggest gains will be made?

Network Programs (3.4%)
Selective Market Announcements (46.6%)
Selective Market Programs (36.1%)
Local Spot Announcements (13.9%)

"The reaction of the agencies seems to bear out the contention that radio is getting more and more to be an aggressive, hard-hitting selling force operating right in the market and tied in closely with the actual sale of the merchandise through such devices as producing active sales leads.

Where do advertisers believe radio's biggest gains will be made?

Network Programs (0.0%)
Selective Market Announcements (42.1%)
Selective Market Programs (36.8%)
Local Spot Announcements (21.1%)

"The advertisers surveyed indicate the same belief that radio will move ahead in selling market by market. Over 36% predicted the biggest gains in selective market programs. Another 42% said in selective market announcements and 21% in local spot announcements. None said network.

"While stations feel that the bulk of the increased advertisers will go in on a selective market basis, over 43% see greatest gains in local spot announcements. Identical numbers said selective market programs and selective market announcements, 28.3% [BROADCASTING, May 15].

Average of agency-advertiser-station views of where radio will make its biggest gains:

Network programs (1.1%)
Selective Market Announcements (39.0%)
Selective Market Programs (33.8%)
Local Spot Announcements (26.1%)

"Averaged together to get the general thinking of the entire radio industry, we see that 98.9% of the persons participating in the survey said that radio will make its biggest gains at the local level. Only 1.1% said at the network level.

More Advertisers Seen

"Another set of questions were asked to find out what advertisers, agencies and stations believe actually is going to happen as far as changes in the *number* of advertisers who will be using radio.

Agencies say: "More advertisers will be using radio on a local basis." (See illustration, this page.)

Increase more than 10% (24.9%)
Increase, but less than 10% (27.3%)
Remain about the same (25.1%)
Decrease, but less than 10% (12.3%)
Decrease more than 10% (10.4%)

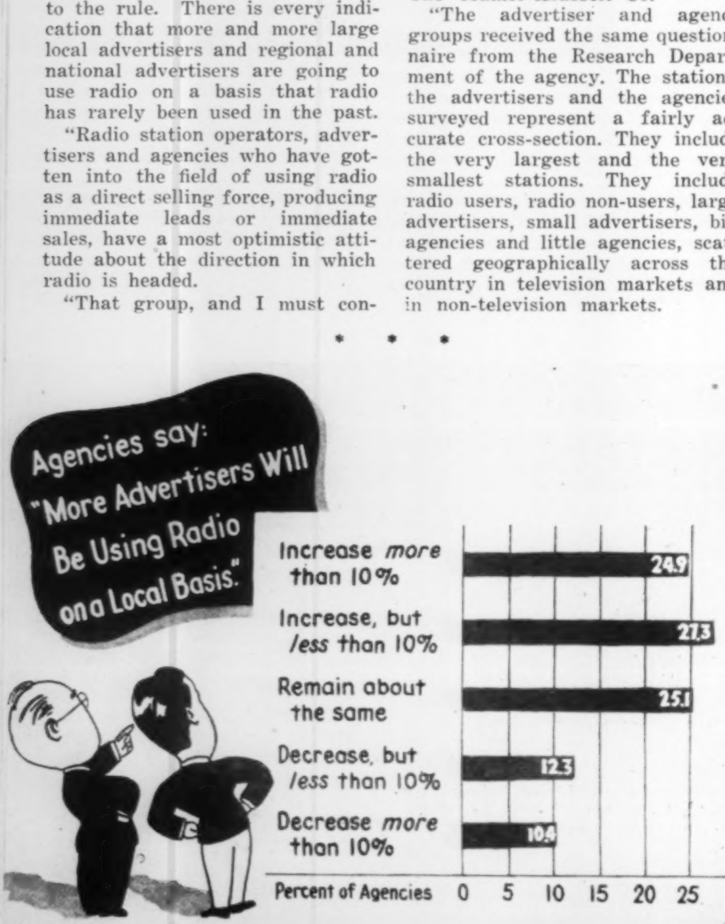
"The agencies generally agreed that more advertisers will be using radio on a local basis.

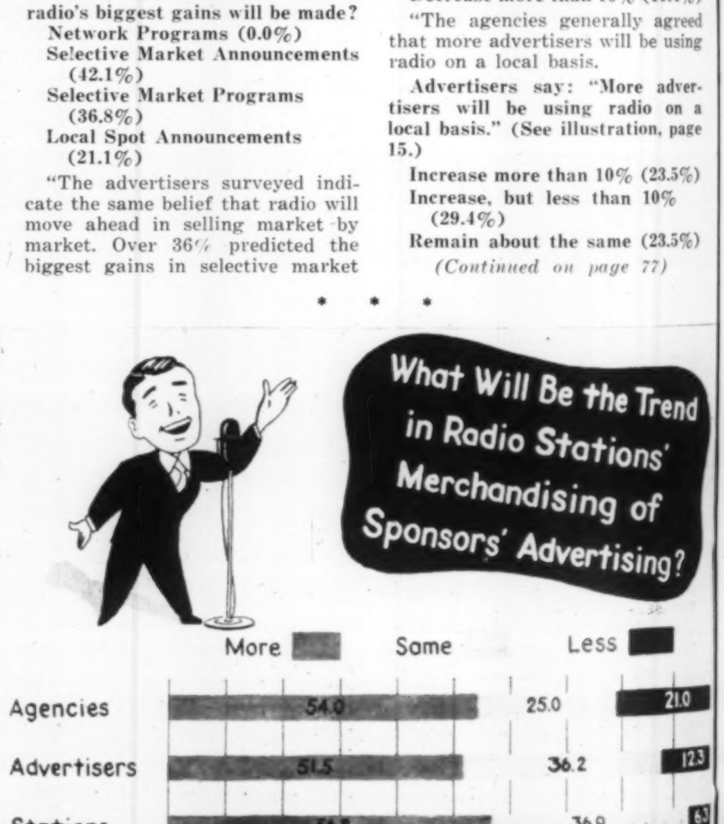
Advertisers say: "More advertisers will be using radio on a local basis." (See illustration, page 15.)

Increase more than 10% (23.5%)
Increase, but less than 10% (29.4%)
Remain about the same (23.5%)

(Continued on page 77)

* * *





NAB CHALLENGED

Hyde Questions Miller 'Coercion' Charge

IN A SHARP REBUKE for charges raised by NAB President Justin Miller, the chairman of the U. S. NARBA delegation last week challenged NAB's usefulness in international negotiations under its existing policies.

FCC Comr. Rosel H. Hyde, head of the NARBA delegation, wrote Judge Miller that the contributions of NAB representatives in conferences on policy or non-technical matters appeared to be "nullified by the restrictions imposed upon them by your Association."

Accordingly, he wrote, "I personally can see little fruitful purpose to be served in their participation in a delegation to an international conference."

By implication he suggested that his views be considered by the NAB board at its June meeting, since Judge Miller had indicated that its policies on participation in international conferences would be reviewed at that time.

Comr. Hyde's letter was in answer to one sent by Judge Miller to the State Dept.—with a copy to Comr. Hyde—suggesting that there were attempts to "coerce" NAB's representative at the NARBA conferences held in Havana earlier this year. The reply was released in response to queries by BROADCASTING after State Dept. sources confirmed reports that coercion charges had been made.

Quotes Judge Miller

In his letter Comr. Hyde quoted Judge Miller as saying that policy established by the NAB board forbade NAB representatives to "participate in or acquiesce in any of the proposals" made by the U. S. delegation to the Cuban government during the Havana meetings.

"I am forced to speculate as to the usefulness to the U. S. delegation of any representative so limited in power and discretion," Comr. Hyde declared.

He told Judge Miller that he was "shocked by, and take issue with, your unsupported and unsubstantiated statement that 'an effort was made to coerce' your representative into acquiescence with a proposal submitted to the Cuban Government. . . .

"As Chairman of the U. S. delegation I was intimately acquainted with every phase of the proceeding and I do not recall the use of coercion of any kind whatsoever on any member of the delegation, or on any advisor, or on any observer."

He thought it possible that Judge Miller was referring to a "meeting at which *each* member of the delegation . . . was polled for his opinion and advice on a proposal then being drafted."

The delegation, he noted, included "executives, attorneys and engineers connected with the various networks, with individual stations, with industry groups, and with the government."

"Please be advised," the letter continued, "that such polling was done on the assumption that each member of the delegation was a person able to consider matters freely and objectively and able to assist the delegation in the performance of its functions by making available his views on the problems under discussion."

He said he was officially notified that NAB's representative "was precluded from giving such assistance" only after the representative, NAB Engineering Director Neal McNaughten, was called home from the conference.

"I might mention that the NAB withdrawing Mr. McNaughten from the conference at that time did not materially aid the delegation in drafting difficult and technical engineering positions under consideration," he added.

The letter continued:

You will recall, Judge Miller, that your presence had been specifically requested as a member of the delegation in order that the delegation might have available the views of a responsible representative of the NAB in its consideration of the various problems that were sure to arise.

When the specific invitation to you was acknowledged only by the nomination of Mr. McNaughten, it was assumed that he would be able to fulfill this function. I am aware now that we were mistaken in such an assumption. However, I cannot concede that the mere polling of a member of the delegation for an opinion on a matter under discussion, along with all other members of the delegation, can be construed in any light as "coercion."

In the event that the mentioned incident is the alleged effort at "coercion" to which you refer, and, as I know of no other circumstance which could by any interpretation whatsoever be considered as "coercive," it is manifest that you are either grossly mistaken or have been grievously misinformed.

Comr. Hyde quoted Judge Miller as saying that "there comes a point to which our Association is not empowered to proceed as an Association," and that "at that point it is necessary for our representative to refrain from participating in final decisions and from joining in recommendations and proposals."

Hits NAB Stand

The NARBA chairman conceded that "your desire to avoid taking a position under certain circumstances is understandable," but felt that "the NAB has gone far from adopting a neutral stand with respect to NARBA problems. In essence, the NAB has put itself on record as being against *any* adjustment of the *status quo*."

"Mr. McNaughten," he continued, "was apparently instructed not to agree to any proposal involving such an adjustment, and this instruction, in effect, resulted in his having to disagree with every proposal.

"This, in my opinion, is not only an unrealistic position in the light of the complex problems presented, but a completely inflexible one which, if adopted by a majority of the delegation, would have the effect of foreclosing any adjustments despite possible advantages which might result to the U.S. or of the radio industry as a whole. Moreover, the adoption of such a position would appear to render the

(Continued on page 29)

Our New New York Quarters

BROADCASTING-TELECASTING has moved its New York Bureau to 488 Madison Avenue, on "Radio Row," opposite CBS and a stone's throw from Radio City.

Phone remains unchanged—PLaza 5-8355.

The new air-conditioned Look Building houses a number of top-flight radio firms and advertising agencies. They include Edward Petry & Co., The Katz Agency, Frederic W. Ziv Co. and World Broadcasting System, The Taylor Co., Fort Industry Co. New York Branch, William H. Weintraub Agency, Joseph Katz Co., Anderson, Davis & Platte Inc., Schwab & Beatty, Minute Maid Corp., and Cowles Magazines Inc., which embraces the Cowles radio properties.

Situated in the new headquarters will be Sol J. Paul, advertising director, who continues to headquarter in New York; Edwin H. James, New York editor, and Bruce Robertson, senior associate editor; Herman Brandschain, assistant to the New York editor, Florence Small, agency editor, and Eleanor Manning, assistant to the advertising director. The new offices are located on the sixth floor. Readers are invited to utilize the facilities of our new quarters.

AFA NAMES PATTERSON

At Detroit Meet

(Also see AFA story, page 15)

NEW officers were elected Thursday by Advertising Federation of America, winding up its 46th annual convention at the Statler Hotel, Detroit, with Graham Patterson, publisher of *Farm Journal* and *Pathfinder*, becoming chairman of the board.

Ben R. Donaldson, advertising director of Ford Motor Co., was elected treasurer, and Grace Johnsen, ABC continuity acceptance director, becomes secretary.

Re-elected to the board of directors were Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding; Leonard Hornbein, director of public relations and advertising, Famous-Barr Co., St. Louis; George S. McMillan, vice president, Bristol-Myers; Robert S. Peare, vice president, General Electric Co.; Ralph Smith, executive vice president, Duane Jones Co.

New board members elected by AFA were Vernon Brooks, advertising director of Scripps-Howard; Robert Gray, director of advertising and sales promotion, Esso Standard Oil Co.; Henry G. Little, executive vice president, Campbell-Ewald Co., and Wesley I. Nunn, advertising manager, Standard Oil Co. (Indiana).

St. Louis Next

The 1951 AFA convention will be held May 6-9 at the Jefferson Hotel, St. Louis.

Clarence Hatch Jr., executive vice president of D. P. Brother Co., Detroit agency, alerted delegates to TV possibilities. "Color television is nothing short of magnificent," he said, explaining he had been observing RCA color experiments in Washington. "With the advent of color, which is not far off, the impact of television will increase beyond measure."

Mr. Hatch urged AFA members to make the most of the new techniques in TV commercials and praised the visual medium's ability to do a selling job. He sharply criticized stations not doing a proper job of projecting and transmitting filmed spots and programs.

"There is just no uniform standard of quality in the projection of film in television and I certainly wish that we could do something about it," he said. At the same time he complimented network projections but urged all agency and advertser officials to be "watchfully on your toes." Mr. Hatch suggested timebuyers buy time only on stations doing a good job,

(Continued on page 26)

TRANSIT RIDES HIGH

Wins Two Major Victories

TRANSIT RADIO won two victories last week and then ran into a blast from the CIO.

Victory No. 1—A Federal court dismissed three suits against transit service.

Victory No. 2—The *St. Louis Post-Dispatch*, after finding overwhelming public sentiment for transit in a survey, dropped its battle against the service in St. Louis (see editorial page 32).

The setback took the form of a CIO petition asking FCC to revoke licenses of transit stations and hold a transit hearing.

In U. S. District Court, District of Columbia, Judge Edward A. Tamm ruled transit service is not "inconsistent with the public convenience, comfort and safety."

Judge Tamm acted on three suits filed by Transit Riders Assn.; two Washington attorneys, Franklin S. Pollak and Guy Martin, and a separate appeal by Paul N. Temple. In addition the American Civil Liberties Union had filed a brief supporting suits, and it also took the issue to the FCC last week.

The St. Louis incident was greeted by many transit advocates as a major development in the medium's history. The *Post-Dispatch* (KSD) carried a news story on page 3 of its June 1 issue giving results of a survey conducted on its order by the Bureau of Business & Economic Research, School of Commerce & Finance, St. Louis U.

Editorial Gives Position

In addition, the newspaper carried an editorial explaining that public taste no longer is "nebulous" in the case of transit radio and that since "a great majority of passengers enjoy transit radio . . . the ayes seem to have it." (See text of editorial below.)

The St. Louis U. study, conducted May 1-6, was based on 23,587 interviews, the most elaborate transit survey yet made. The university had been commissioned by the *Post-Dispatch* to conduct a poll of street car and bus riders to determine their opinions on transit radio.

Interviews disclosed that 74.9% of riders favor radio in busses and trolley cars; 15% oppose the service; 10.1% have no opinion.

Broken down racially it was found that 73.6% of white persons favor transit, 16% are opposed, 10.4% have no opinion. Other races: 81.7% in favor, 9.6% opposed, 8.7% no opinion. Interviews covered 19,758 white persons and 3,829 members of other races.

By age groups, results were as follows:

	For	Against	No Opinion
Over 50	54.4%	31%	14.6%
35-49	69.5	17.6	12.9
25-34	83	8.5	8.5
15-24	90.8	4.2	5
Under 15	92.7	3.5	3.8

Interviews were conducted by agents stationed at bus and street car loading points where riders could be identified as such. Hours were 7 a.m.-8 p.m. except that downtown shoppers were included the evening of May 1; riders to a night baseball game May 2; downtown passengers May 6, 10 a.m.-5 p.m.

Battle Against Service

The *Post-Dispatch* and *Star-Times* (KXOK) had conducted a newspaper battle since transit service was started on Aug. 4, 1948, on an experimental basis. KXOK serves vehicles through its FM outlet. At present 700 busses and 300 trolleys in the city carry transit receivers, largest installation in the nation. An early survey had shown that over 90% of persons would not object to transit radio if the majority wanted it.

Text of the *Post-Dispatch* editorial follows:

> Public taste is often nebulous. This can no longer be said, however, as to public taste in Transit Radio. A poll conducted for the *Post-Dispatch* among 23,000 bus and street car passengers by the Bureau of Business and Economic Research, School of Commerce and Finance of St. Louis U., indicates beyond doubt that a great majority of passengers enjoy Transit Radio. The vote is 74.9% in favor of Transit Radio, 15% against and 10.1% who have no opinion.
>
> The poll reveals some interesting results. Young people are overwhelmingly for music on the streetcars. Nearly 93% of them favor it. Older people, those 50 years of age and more, are less enthusiastic. 31% of them are opposed. That the objectors really object there can be no doubt. The steady flow of letters to this newspaper which began some nine months ago and which still continues, is ample proof. A 15% opposition cannot be ignored nor can support by 74.9% be ignored.
>
> The opponents can well appeal their case to the Missouri Public Service Commission charging invasion of privacy.
>
> At this point the ayes seem to have it.

After the District of Columbia court ruling Thursday, Ben Strouse, vice president and general manager of WWDC-FM Washington and Washington Transit Radio Inc., declared:

"It is our considered opinion that the overwhelming majority of transit riders have been and are in favor of transit radio. Washington Transit Radio Inc. is now completing plans to bring this service to an even larger audience through increased installations in streetcars and busses of the Capital Transit System."

Basis for Dismissal

Attorneys for both Washington TR and the Public Utilities Commission told the court that the cases should be dismissed because the "preponderance of the public" enjoys the service, and pointed out that PUC did not originally "order anyone to do anything" but merely dismissed its own investigation [BROADCASTING, Dec. 26, 1949]. Judge Tamm dismissed the suits on these grounds.

Transit FM opponents, in demanding that the PUC order be rescinded, had contended that the broadcasts violate the "free speech" and "due process of law" clauses of the First and Fifth Amendments to the Constitution. American Civil Liberties Union brief filed Thursday, was signed by General Counsel Arthur Garfield Hays, Attorney James Lawrence Fly, former FCC Chairman, and others.

Meanwhile, ACLU was joined in its fight against transit FM by the CIO in separate petitions filed with FCC last week.

ACLU called on the Commission to terminate transit radio in Washington and to hold "immediate hearings." The CIO, making the same request, asked FCC to take action along lines previously demanded by Mr. Pollak [BROADCASTING, Feb. 13].

Union Stand

The union told the Commission it should (1) rule that the service is contrary to the "public interest" and violates FCC Rules and Regulations; (2) adopt a policy of revocation of licenses to end it; (3) take no interim action on applications for licenses, renewals and CPs; and (4) designate for public hearing application of Capital Broadcasting Co. for renewal of WWDC-FM's license.

Ogden Joins LeVally

WILLIAM B. OGDEN last week joined LeVally Inc., Chicago agency, as manager of the radio and television department, assisting James G. Cominos, vice president and radio-TV director. Mr. Ogden is former general manager and vice president of WFYC Alma, Mich., and Detroit manager for CBS Radio Sales. Before that, he worked in the recording division at NBC New York.

ABC LEAVES NAB

WOV, WHOM Also Quit

ABC last week resigned from the NAB, the second network to do so in the past fortnight.

The withdrawal of ABC and its five owned-and-operated stations means the loss of around $25,000 a year in NAB dues, it was said.

CBS had tendered its resignation from the association two weeks ago [BROADCASTING, May 22].

The resignation of ABC and its owned-and-operated stations left the NAB with only two station members in New York, WNBC, owned-and-operated by NBC which has said it has no intention of resigning, and WOR, stockholder station in MBS. The question of continued membership in the NAB is to be taken up by MBS board members at their next meeting in mid-June.

It was learned that two other New York stations, WOV and WHOM, had notified NAB of their resignations a month ago. Officials of both stations emphasized that their actions were only coincidental and were not taken with the other's knowledge.

WHOM, which withdrew effective May 31, had been paying dues of about $2,300 a year. WOV, which quit a few weeks earlier, paid dues of about $5,000.

Neither WOV nor WHOM announced its withdrawal, but executives of both stations confirmed the fact.

Kintner Outlines Stand

In a letter to Justin Miller, NAB president, Robert E. Kintner, ABC president, said the network had decided to quit despite professed reluctance "to take any step which might deal a serious blow to the makeup of the NAB."

"As you know," Mr. Kintner wroter, "ABC has for the past year been reviewing its relationship to the NAB both from the standpoint of values which we might be able to contribute to your organization and with respect to the benefits which a network at the present time can receive from the NAB.

"ABC's board of directors in the course of a number of meetings on the subject has been most reluctant to take any step which might deal a serious blow to the makeup of the NAB. Still the advisability of network membership in the NAB has been subject to increasing question by ABC.

"In accordance with my previous discussions with you dating back some months I must therefore submit to you the resignation of ABC and its owned-and-operated stations."

ABC stations are WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco.

Mr. Kintner wrote Judge Miller that in advising of the resignation of ABC "I wish to stress that ABC . . . does not urge other member stations throughout the country to follow our action. I wish you success in the future of the NAB."

RETAIL SALES

32 Areas Command 40% of Total

TWO-FIFTHS of the nation's retail business was done in the 32 largest metropolitan areas in 1948, according to information released last Wednesday by Roy V. Peel, director of the Bureau of the Census.

The combined retail sales of the 32 areas exceeded $56 billion, an increase of 192% over 1939.

The material was compiled from the individual metropolitan area reports of the Census of Business. Population figures used in the table below are for 1940.

The rate of business growth in the central cities has been exceeded by the rate of growth for the remainder of the metropolitan areas, the report points out. In 27 of the big cities, a combined loss in the number of retail stores between 1939 and 1948 of about 10% was revealed in the findings, while the other five showed small gains.

In contrast, combined rates of increase in the number of stores for the areas surrounding the 32 central cities was reported at 6%. Those central cities which showed gains were Birmingham, Dallas, Houston, Memphis and Washington.

As another aid to business, the Commerce Dept. on May 31 issued a new publication—*Economic Development Atlas—Recent Changes in Regions and States.*

Prepared by the Office of Domestic Commerce, the book is designed to show in graphic and tabular form some of the more significant economic changes that have taken place in the geography of the national economy over recent years. It covers such factors as population, manufacturing, agricultural operations, and total per capita income.

Copies of the *Economic Development Atlas* are available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 75 cents a copy. Also from the field offices of the Dept. of Commerce.

Retail trade information for the 32 largest metropolitan areas as compiled from the Census of Business follows:

Metropolitan Area	Stores		Sales (000)		Percent change 1939 to 1948	
	1939	1948	1939	1948	Stores	Sales
Metropolitan Areas with Central Cities of 250,000 inhabitants or more, total	656,499	632,196	$19,217,581	$56,132,516	—3.7	+192
Central Cities	432,707	395,506	13,751,966	38,123,424	—8.6	+177
Balance of Areas	223,792	236,690	5,465,615	17,991,002	+5.8	+229
Metropolitan Areas with Central Cities of 1,000,000 inhabitants or more, total	369,883	354,783	10,296,798	29,814,262	—4.1	+190
Central Cities	237,529	216,435	6,922,452	18,860,641	—8.9	+172
Balance of Areas	132,354	138,348	3,374,346	10,953,621	+4.5	+225
New York-Northeastern New Jersey Metropolitan Area	182,002	170,747	4,875,169	12,618,982	—6.2	+159
New York City	115,219	103,765	3,192,594	8,000,012	—10.0	+151
Balance of Area	66,783	66,982	1,682,575	4,618,970	+0.3	+174
Chicago Metropolitan Area	65,586	61,881	1,996,204	5,970,537	—5.6	+199
Chicago	47,832	43,466	1,514,829	4,336,330	—9.1	+186
Balance of Area	17,754	18,415	481,375	1,634,207	+3.7	+240
Los Angeles Metroplitan Area	46,776	48,765	1,364,609	4,887,163	+4.2	+258
Los Angeles	24,535	22,945	782,842	2,340,388	—6.5	+199
Balance of Area	22,241	25,820	581,767	2,546,775	+16.1	+338
Philadelphia Metropolitan Area	47,356	45,423	1,156,425	3,335,541	—4.1	+188
Philadelphia	30,099	28,163	766,622	2,108,988	—6.4	+175
Balance of Area	17,257	17,260	389,803	1,226,553	0.0	+215
Detroit Metropolitan Area	28,163	27,967	904,391	3,002,039	—0.7	+232
Detroit	19,844	18,096	665,565	2,074,923	—8.8	+212
Balance of Area	8,319	9,871	238,826	927,116	+18.6	+288
Metropolitan Areas with Central Cities of 500,000 to 1,000,000 inhabitants, total	163,221	156,994	5,022,752	14,230,938	—3.8	+183
Central Cities	102,003	92,077	3,487,839	9,292,231	—9.7	+166
Balance of Areas	61,218	64,917	1,534,913	4,938,707	+6.0	+222
San Francisco-Oakland Metropolitan Area	23,938	25,123	749,436	2,361,192	+5.0	+215
San Francisco-Oakland	16,493	15,606	564,419	1,576,748	—5.4	+179
Balance of Area	7,445	9,517	185,017	784,444	+27.8	+324
Boston Metropolitan Area	27,275	23,864	941,269	2,172,037	—12.5	+131
Boston	11,817	9,817	490,396	1,078,972	—16.9	+120
Balance of Area	15,458	14,047	450,873	1,093,065	—9.1	+142

(Continued on page 40)

FCC Actions

THREE new AM stations, one new FM outlet and improved facilities for two existing AM stations were granted by FCC last week. Three stations were granted transfers of control. Four FM stations were deleted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 67 and FCC Roundup on page 76.

RESEARCH NEED

Poll AAPOR Members

A POLL is being conducted by American U.'s School of Social Sciences and Public Affairs, Washington, D. C., among a number of American Assn. of Public Opinion Research members to determie whether they favor the formation of a professional society of communications researchers.

According to the sponsors, there is a need for a new society to meet annually for presentation of papers and discussions in the fields of content analysis, audience analysis techniques, readability, communication and foreign policy, communication control, etc. Question put to members is whether these needs could best be met by working through the AAPOR or by organizing a new society.

SET OUTPUT

NAB Starts Running Total

NEW breakdown of radio set manufacturing statistics of member companies of Radio Mfrs. Assn. was compiled last week by the NAB Research Dept. Using RMA's first-quarter production figures [BROADCASTING, May 1], NAB will carry running totals of AM and FM set output.

NAB's Broadcast Advertising Bureau pointed out that the rapid growth in radio set output comes in response to public demand. No medium with this penetration and continuous growth can be described as "supplanted, declined, outmoded or weakened," BAB said. It added that the production demonstrates AM's continued good health as a communications and advertising medium.

P&G TOP NETWORK USER

In March—PIB

PROCTER & GAMBLE CO. was the leading user of radio network time during March, according to data released last week to BROADCASTING by Publishers Information Bureau. Figures show this soap manufacturer as using $1,324,568 worth of network time, at gross rates, in that month. P&G was the only network advertiser to use more than a million dollars' worth of time in March; Miles Labs, in second place, accounting for only $764,801 spent for time for its network radio shows. (See Table I for list of top 10 network clients during March.)

Total national network time sales during the month amounted to $16,846,810, a drop of 4.8% from the March 1949 total of $17,705,248. For the first quarter, the 1950 gross of $49,322,899 fell 4.3% below the 1949 gross of $51,540,735.

CBS was the only network to show a gain in gross time sales for March 1950 as compared with the same month of last year, rising from $5,837,746 in March 1949 to $6,111,302 in March 1950. For the quarter, CBS also showed an increase, grossing $17,861,483 in the first three months of 1950 as compared with $17,037,484 for the like period of 1949. (Due to a subsequent correction, the CBS figure for the month and that for the quarter are both slightly higher than PIB originally reported [BROADCASTING, April 24].

NBC's March gross billings this year were just about the same as in that month a year ago, $5,847,374 in March 1950; $5,847,557 in March 1949. For the quarter, NBC

(Continued on page 41)

* * *

TABLE I

TOP TEN NETWORK ADVERTISERS IN MARCH 1950

1.	Procter & Gamble	$1,324,568
2.	Miles Labs	764,801
3.	Sterling Drug Co.	670,310
4.	General Foods Co.	657,309
5.	General Mills	576,861
6.	Liggett & Myers Co.	508,231
7.	American Tobacco Co.	492,565
8.	Philip Morris & Co.	424,858
9.	Lever Bros. Co.	358,926
10.	American Home Products	309,586

* * * * * *

TABLE II

GROSS NETWORK TIME SALES FOR MARCH AND FIRST QUARTER 1950, COMPARED TO 1949, BY PRODUCT GROUPS

	March 1950	Jan.-March 1950	March 1949	Jan.-March 1949
Agriculture & Farming	95,826	280,961	147,581	410,435
Apparel, Footwear & Access.	120,368	331,200	123,760	392,577
Automotive, Automotive Equip. & Supplies	406,534	1,624,098	656,980	2,051,272
Aviation, Aviation Equip. & Supplies	....	....	....	....
Beer, Wine & Liquor	292,939	758,629	70,476	208,404
Bldg. Mat., Equip. & Fixtures	131,024	330,282	128,476	316,511
Confectionery & Soft Drinks	625,268	1,842,716	660,471	2,048,099
Consumer Services	146,182	466,848	144,707	463,071
Drugs & Remedies	2,280,917	6,521,750	1,860,948	5,276,263
Entertainment & Amusements	....	....	....	....
Food & Food Products	4,221,789	12,064,909	4,311,315	12,109,480
Gasoline, Lubricants & Other Fuels	455,078	1,317,027	619,868	1,825,376
Horticulture	23,488	58,720	22,922	45,984
Household Equip. & Supplies	243,341	761,163	769,696	2,139,287
Household Furnishings	38,690	115,592	96,764	314,592
Industrial Materials	172,830	561,398	181,000	588,450
Insurance	254,335	796,950	337,035	994,281
Jewelry, Optical Goods & Cameras	104,144	397,489	178,903	574,086
Office Equip., Writing Supplies, Stationery & Access.	150,753	435,240	149,046	430,647
Political	588	1,964	....	....
Publishing and Media	112,751	464,283	111,648	297,662
Radios, TV Sets, Phonographs, Musical Instruments & Access.	111,739	314,469	154,551	476,773
Retail Stores & Direct Mail	1,728	5,184	5,496	16,488
Smoking Materials	2,213,949	6,376,690	1,945,728	5,948,393
Soaps, Polishes & Cleansers	1,762,461	4,977,651	1,925,509	5,322,973
Sporting Goods & Toys	....	....	....	....
Toiletries & Toilet Goods	2,376,887	6,934,344	2,773,647	8,082,937
Transportation, Travel & Resorts	67,860	220,305	106,304	346,000
Miscellaneous	435,341	1,363,037	233,347	860,694
TOTAL	16,846,810	49,322,899	17,705,248	51,540,735

ADV. RESEARCH BUREAU NAMES

Baker Is President

FREDERICK E. BAKER, senior partner of Frederick E. Baker & Assoc., Seattle advertising and public relations agency, has been named president of Advertising Research Bureau Inc., the recently formed organization to measure accurately on a dollar-for-dollar basis radio's effectiveness as an advertising medium in comparison with newspapers [BROADCASTING, May 1, and AT DEADLINE, May 22].

Other officers are Edward Craney, owner of the "XL" stations in Washington, Oregon and Montana, who is vice president; and Rogan Jones, president of KVOS Bellingham and KPQ Wenatchee, who is secretary - treasurer.

Mr. Craney

With present ARBI operations located in the Central Bldg., Seattle, Mr. Baker announced last week that the organization plans soon to establish regional offices in the key markets of the U. S., thereby extending the media-comparison research technique nation-wide.

"I am convinced that we have found a new and sound method of effectively measuring the value of radio as an advertising medium," Mr. Baker told BROADCASTING, adding: "ARBI can be of invaluable service also to television in setting up rate structures. We sincerely believe our method will supersede any previous method of testing. It will give, in an intelligent manner, data on which station time—both radio and TV—may be accurately evaluated."

Findings Outlined

Tabulation of the first 16 pilot tests in nine cities in Washington, Oregon and Montana, according to Mr. Baker, disclosed that:

- Radio developed nearly twice the amount of store traffic than did newspapers, as measured on a dollar-for-dollar basis of advertising funds invested.
- Radio accounted for 54.6% of the dollar volume of sales, as compared to 20.3% attributed to newspapers.

Mr. Baker also cited concrete results of the first test findings:

(1) One station has increased its monthly billings by 20%; (2) another is revising its rate structure; (3) one important advertiser who had used newspapers exclusively now splits his annual budget 50-50 between newspapers and radio; and (4) another, who previously had allocated only one-sixth of his ad budget to radio, now invests one-half in radio advertising.

In the 16 Pacific Northwest pilot tests, radio advertising resulted in 40.4% of the store traffic, as compared with 21.2% attributed to newspaper advertising, Mr. Baker said. In combination, radio and newspapers were responsible for 14.3% of the traffic, while the remaining 24.1% gave various other reasons for visiting the stores.

"Our first test was in Bellingham, Wash., followed by subsequent tests in Wenatchee and Spokane, Wash.; Portland, Ore.; Missoula, Helena Bozeman, Great Falls and Butte, Mont.," said Mr. Baker. "Even before we had completed all of these pilot surveys, we knew we had found what radio for years has sought—an accurate method of measuring effectively radio's value as an advertising medium."

Tests began early this year on a two - survey - per - station basis, with two types of retail stores cooperating. In markets the size of Spokane and Portland, however, it was discovered, according to Mr. Baker, that two tests did not give a complete picture of radio's actual pulling power, so additional surveys were scheduled immediately.

Tests Conducted

"Now we are convinced, after testing various sized markets, that we have found the basic method and format that radio has been seeking for so many years—the true test of its effectiveness in moving merchandise," Mr. Baker asserted. He added that tests have been made in single-station, two, three, four, six and ten-station markets.

"All of these surveys pitted radio's selling power against newspaper advertising on the basis of a dollar-for-dollar advertising investment," he explained. "In every case except one, we found that for the same advertising dollar radio produced more traffic and more dollar-volume sales than did the newspapers. Of even greater importance is the fact that careful use of radio and newspaper in combination produces more traffic and sales for the advertiser's dollar than the use of either radio or newspaper alone."

Although ARBI was not incorporated until recently, the idea was born a year ago when a group of broadcasters, principally from Washington, but including representatives from Oregon and Montana, held a series of meetings in Seattle to discuss audience surveys. Meeting on Sundays, they began to call themselves "The Sunday Broadcasters."

What they sought was an accurate method of measuring radio's pulling power as compared with the other major medium—newspapers. Competition in the Pacific Northwest was stiff; and advertisers seemed unimpressed by estimated audience figures, program popularity polls and radio-homes data.

To an early meeting, the "Sunday Broadcasters" invited Fred Baker, who has long been active in advertising, public relations and allied fields in the Pacific Northwest. [ON ALL ACCOUNTS, August 30, 1948]. At Mr. Baker's suggestion, the group got in touch with Joseph B. Ward, formerly of New York but now operating his own marketing research and engineering firm in Seattle.

Mr. Ward's clients on the Pacific Coast have included the Hearst newspapers, the Carnation Co., and a leading Seattle department store. Before the war, he was employed in the East where he prepared surveys for du Pont, Mohawk Carpet Mills, General Electric Co., Schick dry razors and other leading manufacturers.

Research Format Set

When he heard the problem of the "Sunday Broadcasters," Mr. Ward came up with a research format that looked good to the group, and the first test was okayed for Bellingham. Mr. Baker who was thoroughly sold on the method presented by Mr. Ward, then formed Advertising Research Bureau, Inc., incorporating in the state of Washington. Mr. Ward was retained as chief of research.

As explained by Mr. Ward, the ARBI method does not rely on estimated audiences and projected sales data based on limited sampling, but embraces point-of-sale interviews with actual customers.

Under his personal supervision, interviewers are being trained in preparation for ARBI's national expansion. Because of the emotional stability and objectivity required for the highly specialized work of point-of-sale interviewing, Mr. Ward disclosed that only one out of 10 applicants thus far has been selected for training.

CHECKING media surveys developed by Joseph B. Ward (r), Seattle industrial and marketing engineer, is Frederick E. Baker, president, Advertising Research Bureau Inc., and senior partner, Frederick E. Baker & Assoc., Seattle advertising agency. Mr. Ward's method makes controlled tests at-point-of-sale to measure relative effectiveness of major advertising media. ARBI plans to make the technique, now used in Pacific Northwest cities, available in other U. S. major markets.

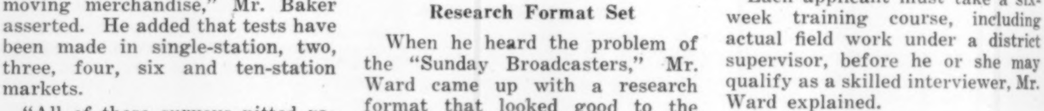
Each applicant must take a six-week training course, including actual field work under a district supervisor, before he or she may qualify as a skilled interviewer, Mr. Ward explained.

Next step in the expansion of ARBI's operations, as announced by Mr. Baker last week, will be the inauguration of tests in California, Colorado and Utah, to be followed by further coverage eastward.

Menser Joins Stetson U.

CLARENCE L. MENSER, former NBC vice president in charge of programs and more recently owner of WEAT Lake Worth, Fla., has joined the faculty of John B. Stetson U., Deland, Fla., as professor of speech and director of radio. He will supervise the university's newly-acquired WJBS, in addition to teaching. Station is an MBS affiliate. Mr. Menser will also continue to operate his orange groves at Jupiter, Fla.

Percent of Traffic Developed by Media



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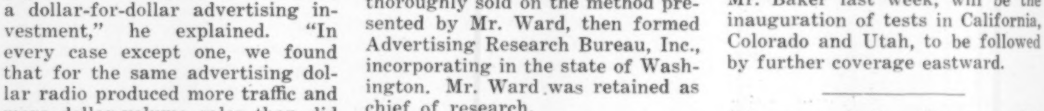
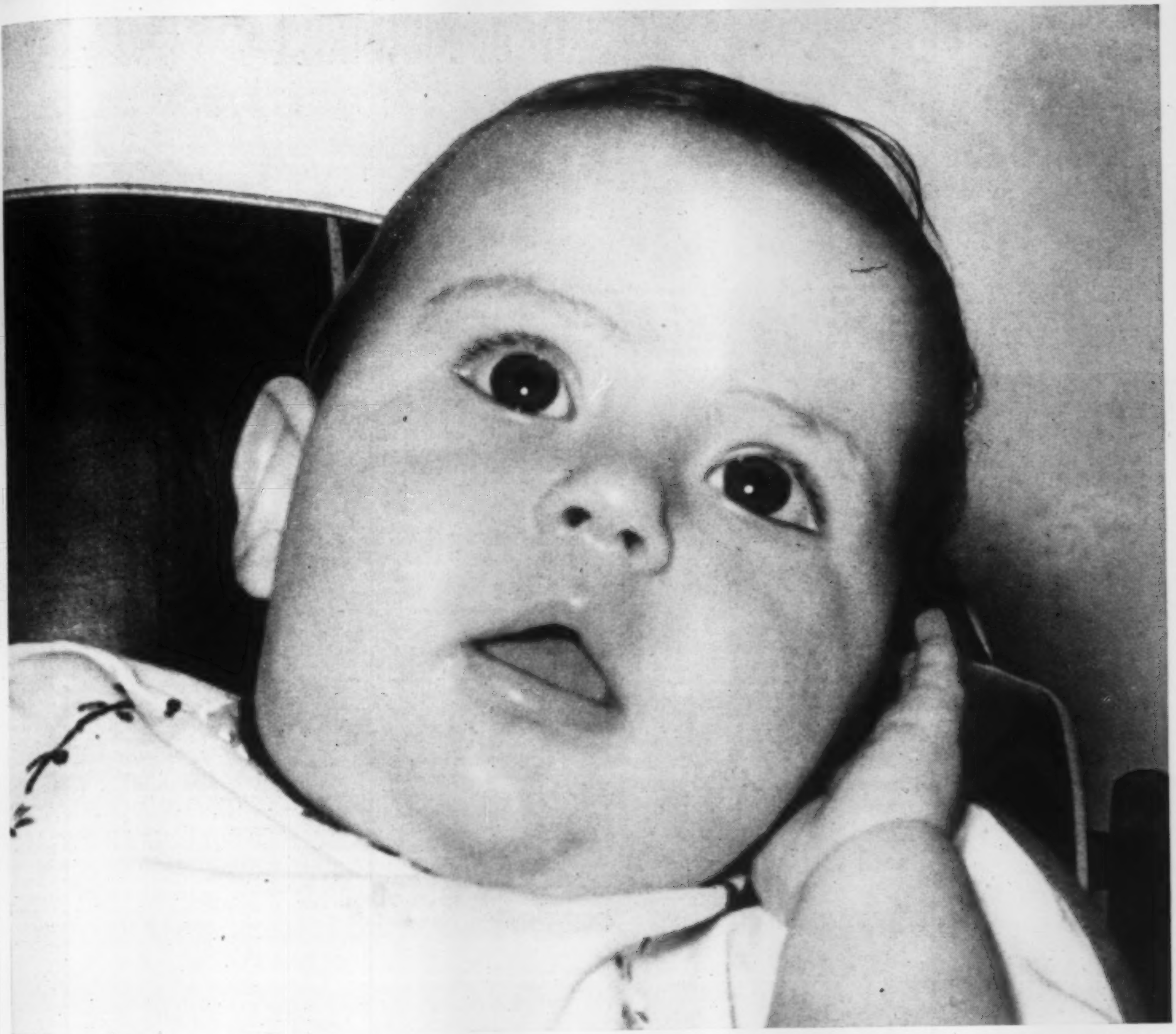
Percent of Dollar-Volume Sales by Media





"Tell me that radio-results story again!"

The story is just this: for low-cost results from advertising, you buy radio. And in Baltimore, you buy W-I-T-H.

No other station in Baltimore provides so *many* listeners at such *low* cost. That means that a *little* bit of money spent on W-I-T-H brings *big* results.

If you'd like to hear the remarkable success stories about W-I-T-H, call in your Headley-Reed man today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

ACCEPTING public service awards from the National Safety Council and the Alfred P. Sloan Foundation on behalf of Don Lee is Lewis Allen Weiss (r), network's board chairman. With him are (l to r) Art Baker, narrator on show; Robert McAndrews, secretary, So. Calif. Broadcasters Assn.; Los Angeles Mayor Fletcher Bowron; Earl F. Campbell, a NSC director; Robert Coulson, West Coast representative, Advertising Council.

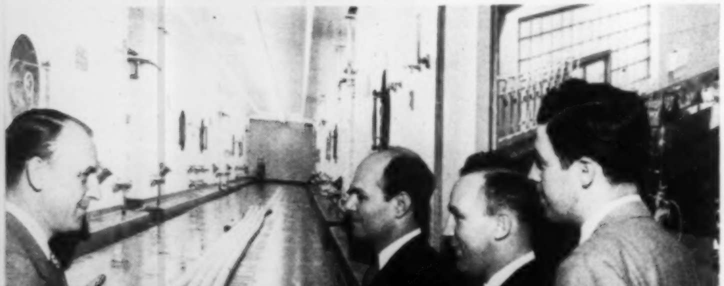
INTERVIEWING Union Pacific R. R. officials on their visit to Kansas City, Mo., during nation-wide tour is Harold Mack (center), KCMO Kansas City newsman. A. E. Stoddard (l), railroad president, is accompanied by E. Rolland Harriman (r), board chairman.

ALSO accepting a National Safety Council Award is Police Lt. Roland J. Schumacher (r), of St. Louis' traffic education div., from Louis Antoine (l) of area's safety council, on behalf of KXOK that city. Mr. Schumacher conducts KXOK's *So It Can't Happen To You.*

NATIONAL Safety Council award to KLZ Denver is marked by (l to r) Gen. Mgr. Hugh B. Terry; Brandon Marshall, ex. sec., local NSC; Matt McEniry, KLZ public affairs dir.; Charles O. Voight, pres., NSC Denver chapter.

RICHARD E. O'DEA Jr. pilots speed boat "Miss WOV" named after his father's New York station. Young O'Dea competed in the AU Class of the Albany to New York outboard motor races held May 28.

WCCO Minneapolis staffers are acquainted with the Theo. Hamm Brewing Co. St. Louis plant. L to r are Odd E. Moe, brewery's sales-merchandising mgr., pointing to photo-mural; Carl Ward, sales mgr., Babe LeVoir, sports announcer, Ed Viehman, production mgr. and m.c. of *Hamm's Harmony House*, all WCCO.



G. A. RICHARDS

May Be Witness If Doctors Okay

G. A. (Dick) RICHARDS, if doctors sanction, may take the witness stand in FCC's new hearing on his news policies, which gets under way today (Monday) in the U. S. Postoffice & Court House Bldg., Los Angeles, with Examiner James D. Cunningham presiding [BROADCASTING, May 15, 22, 29].

Because of ill health, Mr. Richards was not called to the stand during the earlier three weeks of hearing held before the death of Examiner J. Fred Johnson Jr., who presided. Licenses of Mr. Richards' three stations—KMPC Los Angeles, WJR Detroit and WGAR Cleveland—are at stake in the hearing, which involves charges that Mr. Richards ordered news slanted.

FCC General Counsel Benedict P. Cottone feels Mr. Richards' health has sufficiently improved and last Wednesday issued subpoenas for the station owner's appearance and that of Robert O. Reynolds, vice-president and general manager of KMPC.

Whether Mr. Richards would be on the stand today was a question. It was expected his doctors as well as Chief Counsel Hugh Fulton will vigorously oppose the move, fearing the excitement and strain might be fatal to Mr. Richards.

Explains Action

Mr. Cottone, who has taken over personal supervision of FCC's presentation of its case, explained that action in issuing a subpoena to Mr. Richards at this time has been taken after full consideration of assertions made to the Commission during the past several months concerning health of the station owner and his physical ability to appear at a hearing to testify.

"It is neither my wish nor, I am sure, that of the Commission to require Mr. Richards' appearance as a witness if the condition of his health is such that such appearance, as has been asserted by his attorneys and doctors, would endanger him," Mr. Cottone said.

"It appears, however," Mr. Cottone added, "from recent reports in the press concerning business activities of Mr. Richards, that the state of his health may now be such that his appearance to give testimony at the hearing may be safely undertaken without danger of adverse consequences to him."

Mr. Richards' appearance will not be insisted upon at this time, however, if it is established upon the record by Mr. Richards' attorneys, at the opening of hearing on Monday, through competent medical testimony, that his health would be endangered, Mr. Cottone said.

Mr. Cottone reminded that it is entirely appropriate and necessary to require appearance of a principal officer and controlling stockholder of a licensee in Commission proceedings involving the qualifications of the licensee. License renewal applications and a trusteeship plan for the three stations are at stake.

Prehearing conference was held by Examiner Cunningham with Messrs. Cottone and Fulton Sunday (June 4) on "a number of procedural matters relating to the new hearing."

The *Saturday Evening Post* meanwhile saw in FCC's action against Mr. Richards a proceeding dangerously akin to government censorship.

In an editorial in the May 27 issue entitled "Who Is Competent to Decide Which News is Slanted?", the *Post* observed: "If a Government commission is to inquire into the opinions, prejudices or social connections of radio proprietors, we are nearing the point of no return as far as arbitrary censorship is concerned."

Character Inquiry

The editorial noted that the Commission's inquiry is designed to determine Mr. Richards' "character" and that it is based on complaints filed by three former KMPC employes, following which "James Roosevelt wrote to the Commission suggesting an investigation of all three of Mr. Richards' stations."

The editorial said:

> **. . . The notion that failure to appreciate James Roosevelt implies deficiency in "character" would probably not have occurred to the framers of the communications law. Nor would it have occurred to them that discussions or orders behind the scenes in a broadcasting studio or the proprietor's private views about certain politicians would be seriously considered as grounds on which to challenge a man's fitness to operate a radio station—particularly when there seems to have been no complaint of the fairness or impartiality of the actual "programming."**
>
> **. . . The Richards case sounds suspiciously like one of those "alarm bells in the night" which free men fail to heed at their peril.**

WNOE POWER UP

Marks Selling Drive

MOVING to its newly-authorized 1060 kc frequency, WNOE New Orleans June 1 stepped up its power to 50 kw daytime and 5 kw night. Station had been on 1450 kc with 250 w.

In announcing the improved facilities and the installation of latest RCA equipment, the station called attention to its listener loyalty record of the past 25 years; cited WNOE's individual programming, tailored to the area, plus leading Mutual network shows; and stressed the fact that the station was engaged in its greatest promotion drive to date.

WNOE, owned by James A. Noe, is under the direction of James E. Gordon, general manager. National representative is Ra-Tel.

INTERNATIONAL FOOD SHOW IN DES MOINES, A CITY OF 180,000, ATTRACTS 102,511 PEOPLE

The International Food Show was held in Des Moines, May 21 through 27.

It drew an attendance of 102,511 in a city of 180,000 population.

The Show was held in a new warehouse in an out of the way location.

This fact alone makes the attendance figure even more remarkable.

KSO handled the entire radio promotion exclusively.

KSO staff members and personalities provided most of the entertainment.

Jack Sterling of CBS acted as Master of Ceremonies.

This is a remarkable demonstration of the tremendous pulling power of KSO.

Is it any wonder the trend in Des Moines is to KSO?

●

KSO gained 32.1%

IN

Hooper ratings in March and April 1950
over same two months in 1949.

KSO

5000 watts 1460 kilocycles

CBS for Central Iowa

KINGSLEY H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
HEADLEY-REED, Nat. Rep.

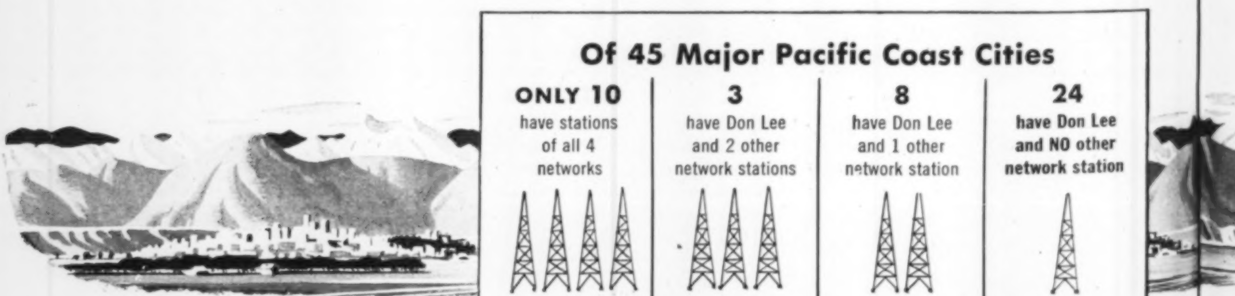
LOCAL COVERAGE IS NECESSARY ON THE PACIFIC COAST, TOO!

THE LAWS OF NATURE and logic demand *local* radio coverage on the Pacific Coast. Mountain ranges (5,000 to 14,495 feet high), great distances between markets and low ground conductivity place many vital areas on the West Coast outside the limits of long range broadcasting.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (nearly as many as the three other networks *combined*). Only Don Lee has the flexibility to offer a local network station in the Pacific Coast markets where you have distribution.

Only Don Lee can broadcast your sales message to all the Pacific Coast radio families

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10	**3**	**8**	**24**
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**

from a local network station located where they live—where they spend their money. It's the most logical, the most economical coverage you can get on the Pacific Coast. You buy only what you need, and you *get* what you buy every time.

That's why Don Lee regularly broadcasts as many—or more—regionally sponsored programs as the other three networks combined.

CORRECTION: *Our copy which appeared in this space on February 6, 1950, included this statement, "It is nearly 100 miles from Seattle to the Canadian border, yet Don Lee is the only network that has a station between these two points." This was an error made by our copywriter. In twenty-four Pacific Coast markets Don Lee has the only network station, but Bellingham is also served by Station KVOS, an ABC affiliate.*

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

AFA Names

(Continued from page 17)

putting economic pressure on guilty ones.

Mr. Cone said advertising must establish its own safeguards against exaggeration and dishonesty in advertising copy. He is AAAA board chairman. "Just as surely as dishonest advertisng contaminates honest advertising — blatant, foolish adjectives destroy the worth of goods," he said. "I would like to see the advertising clubs of America set up groups to watch for advertising foolishness, and, when they find it, laugh it out of being."

Charles Luckman, former head of Lever Bros., said retirement and pension of the aged provided business leaders with their greatest peacetime problem.

William F. Hufstader, vice president in charge of distribution, General Motors Corp., told the AFA America could not have reached its present high level of living without intelligent use of advertising and merchandising techniques.

In elections for officers of the Council of Advertising Clubs, Ira E. De Jernett, president of Ira E. De Jernett Adv. Agency, Dallas, was re-elected chairman. Robert P. Anderson, of Norton Co., Worcester, Mass., and Chester W. Ruth, advertising director of Republic Steel Corp., Cleveland, were elected vice chairmen.

Five persons were elected posthumously to the Advertising Hall of Fame: F. W. Ayer, founder of N. W. Ayer & Son, Philadelphia; Stanley Clague, Chicago, a founder of Audit Bureau of Circulations; Benjamin Franklin, Philadelphia; James H. McGraw, founder of McGraw-Hill Publishing Co., and Merle Sidener, chairman of the National Vigilance Committee of the Associated Advertising Clubs.

ATLASS FIRM

Assumes WKOW Management

ATLASS AMUSEMENT CO., new corporation formed by the Atlass family in Chicago, has taken over management and consultation of WKOW Madison, Wis., in a special five-year contract signed with Monona Broadcasting Co., WKOW owner. The station, on 1070 kc, operates with 10 kw day and 5 kw night. Contract was effective June 1. Station switches from MBS to CBS today (see story this page).

Atlass Amusement, incorporated in Illinois early this spring as negotiations were begun with WKOW, is headed by Leslie Atlass Jr., program director of WIND Chicago, who is president. John Carey, commercial manager of WIND, is vice president. Mr. Atlass' uncle, Ralph Atlass, is general manager of WIND and consultant to WMCA New York. Leslie Atlass Sr. is CBS Central Div. vice president.

The management company has recommended hiring a new general manager, and WKOW executives are considering the nomination.

ACHIEVEMENT awards in 10th annual competition sponsored by Advertising Federation of America were presented Friday (June 2) to winning clubs at AFA convention. Maurice B. Mitchell (r), director, Broadcast Advertising Bureau, and other judges sift through entries prior to presentation. L to r: Kerwin H. Fulton, president, Outdoor Advertising Inc.; Harold S. Barnes, director, Bureau of Advertising; P. L. Thomson, president, Audit Bureau of Circulation; Arch Crawford, The National Assn. of Magazine Publishers Inc., and Mr. Mitchell.

WOMAN OF YEAR

Council Cites Bea Adams

BEATRICE ADAMS, executive vice president, Gardner Advertising Co., St. Louis, was cited last Thursday as "Advertising Woman of the Year" by Council on Women's Advertising Federation of America's convention in Detroit. She received the award from Mrs. Honor Gregory House, chairman of the awards committee, and president of Gregory House Inc., Cleveland.

Miss Adams

Miss Adams is in charge of creative work, copy, art and home economics for Gardner Advertising. The award is given annually to the woman in advertising selected as having contributed the most during her career to the growth and development of advertising. Judges panel included Mrs. Ella B. Myers, 1948 award winner and advertising consultant; Frederic R. Gamble, president American Assn. of Advertising Agencies, and Dr. Kenneth Dameron, professor of business organization, Ohio State U., and director of Committee on Consumer Relations.

Presentation was made during a luncheon at which Charles Luckman, former head of Lever Bros., spoke. In 1941, Miss Adams, who joined the Gardner agency in 1935, won the Josephine Snapp Award given by the Women's Advertising Club of Chicago, a forerunner of the "Advertising Woman of the Year" award. She became vice president of Gardner in 1944 and was named executive vice president in 1945 and a member of the board of directors a year later.

WKOW JOINS CBS

Affiliation Effective Today

WKOW MADISON, Wis., joins CBS as the network's 188th AM affiliate effective today (June 5). The station operates on 10 kw daytime and 5 kw night. WKOW will be a supplementary station in the CBS northwestern group.

One of the first pieces of business will be the 36 half-hours purchased by the William Wrigley Jr. Co., Chicago, on the full CBS network during the summer [BROADCASTING, May 29].

WKUL RATE PLAN

Adopts New National Card

LOCAL stations are urged by WKUL Cullman, Ala., to scale down national rates close to their local rates in order to combat some advertiser attempts to scuttle stations' national rate cards.

According to Manager Hudson C. Miller Jr., WKUL has adopted a new national rate policy to permit the national advertiser to buy a group of stations in an area on a concentrated sales effort.

As outlined by WKUL, this policy calls for the addition of 15% to the local rate to allow for sales expense and another 15% for agency commission. "This means that the final national rate is simply the local rate, plus 30%, whereas the national rate formerly was almost 100% increase over the local rate."

Such procedure, the station feels, would serve as the local outlet's answer to pressure from some national advertisers that the smaller station sell time on the basis of its local rates. WKUL said it feels "unless some definite policy is adopted and strictly adhered to, that the national rate structure in time will be completely destroyed for small market stations. . . . To deter in any way or fashion from the rate card is the quickest road towards bankrupty . . ."

FREE & PETERS

To Hold Spot Sales Clinic

A NATIONAL spot sales clinic for top management and sales executives of the stations represented by Free & Peters will be held at the Edgewater Beach Hotel, Chicago, tomorrow and Wednesday (June 6-7).

Mr. Peters

Some 80 station men have accepted the invitation of their station representative organization to attend the two-day meeting, H. Preston Peters, F & P president, said last week.

"The clinic will not be the occasion for any announcement of any new plan of operation by Free & Peters," Mr. Peters explained, "but it will be a real shirtsleeves meeting at which the station executives will conduct panel discussions on sales, programming and promotion.

New Ideas

"Practically every station on our list has developed at least one new and successful idea which the others can adopt with profit and we expect the clinic to be a valuable educational experience for us all, including the F&P staff men as well as those from our stations."

Meetings will be closed and, except for one agency panel, will be conducted by the station men themselves. The two work-day clinic sessions will be topped off with a no-speech dinner on Tuesday.

SUMMER DRIVES

Lotion, Deodorant Spots Set

SEASONAL summer accounts such as suntan lotions and deodorants are starting annual spot announcement campaigns in radio and TV.

Tartan suntan lotion, through J. D. Tarcher & Co., New York, starts its spot campaign in radio on 75 to 100 stations during the month of June for a six to seven week campaign. In addition, the company will use 20-second station breaks in television on about 100 video stations.

Among the deodorants, Colgate-Palmolive-Peet's Veto, through Sherman & Marquette, New York, has placed a heavy spot campaign on about 190 stations throughout the country.

The contract, with varied starting dates in May and June, extends until the end of the year.

Another deodorant, Carter Products' Arrid, which uses a station list of about 100 will add more announcements to each station, thus increasing the weekly frequency of spots. Frequency additions vary in each market. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

WE'VE TURNED ON THE POWER JUNE 1ST!

WNOE

NEW
ORLEANS

NOW 50,000 WATTS

Availabilities going fast!
Check us today!
NEWS PROGRAMS... SPORTS...
HILLBILLIES... DIXIELAND JAZZ...
MUTUAL CO-OPS... PLUS SPOTS ON
LONG-ESTABLISHED
LOCAL SHOWS!
NEW TOP SPOT
ON YOUR 1060 KC
DIAL

- NEWEST, Most Modern All RCA Equipment!
- Building listener loyalty 25 years!
- Individual Programming tailored to the area—*plus* leading Mutual Shows!
- Building More Listeners Now With Our Greatest Promotion In History!

WNOE

MUTUAL
BROADCASTING
SYSTEM

James A. Noe, Owner

James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

NARBA STAND

Fla. Group Told U.S. Position

FCC COMR. Rosel H. Hyde, chairman of the U.S. NARBA delegation, reiterated last week that the U.S. is prepared to make reasonable "adjustments" in its NARBA channel rights—but will not accept less than its "fair and equitable share."

He made the statement in a largely off-the-record speech scheduled for delivery Saturday at a meeting of the Florida Assn. of Broadcasters in Orlando.

Capt. John S. Cross, assistant chief of the State Dept.'s telecommunications Staff, buttressed the pledge by telling the Florida group at the same meeting that the State Dept. stands ready to "reject any unreasonable inroads" into the frequencies presently held and needed by the U.S.

Addressing broadcasters in the state most affected by Cuba's currently unresolved channel demands and her present use of channels to which she had no right under the expired NARBA, both Comr. Hyde and Capt. Cross emphasized the importance of reaching a satisfactory agreement on international channel rights.

"But," Comr. Hyde said, "our belief in international agreement and our desire to cooperate toward that end should not be misunderstood as a willingness to accept any kind of agreement merely for the sake of agreement.

"We will not accept any agreement which does not provide a fair and equitable share of the standard broadcast band for the U.S. In other words, unless we can say that an agreement is equitable to all nations concerned and will not impair the overall broadcasting interests of the U.S., we will not accept it."

Position Outlined

Comr. Hyde continued:

It is difficult to be more specific concerning the content of an acceptable agreement. And it does not follow that we are unprepared to make some adjustment in the interests of inter-country cooperation and understanding.

However, there are millions of people in this country who depend on radio as a vital source of news, education and entertainment. And the record is clear and unrefuted that the people of Cuba receive a far more adequate share of radio service than is received by the people in most parts of the U. S.

In our view, it is therefore clear that proposals for extensive adjustment and dislocation of U. S. stations cannot be justified on the basis of a fair and equitable distribution of facilities. The facts just don't support any such contention.

Most of the off-the-record portions of Comr. Hyde's address dealt with the background of U.S.-Cuban efforts to resolve their differences earlier this year and with problems to be faced in the forthcoming resumption of the overall NARBA conference, now scheduled for Sept. 6.

Capt. Cross, also reviewing the history of NARBA negotiations, assured the FAB delegates that the State Dept. will continue to be guided by the policy of guaranteeing "protection" of this country's overall broadcasting interests.

He said the State Dept. is "well aware of the tremendous stake" the U. S. has in standard band broadcasting and the "serious repercussions" which would result if the American listening public is beset by material interference.

Noting strong advocacy for negotiations based on U. S. area and population and for resort to political and economic sanctions to insure agreements with other NARBA countries, Captain Cross reminded that each signatory nation has complete sovereignty which leaves it free to administer its broadcasting affairs as it sees fit.

The fact that such administration sometimes affects U. S. broadcasting adversely is a matter for "serious protest," he conceded, noting that the State Dept. has, "with considerable success," registered protests in individual cases as they have arisen.

Captain Cross emphasized that "sovereignty" does not permit the U. S. to impose its will upon the other countries and that such an effort would result in "far-reaching and serious political implications" and "endanger good international relations."

Captain Cross observed that Cuban station assignments, made since expiration of NARBA in March 1949, have resulted in a number of protests from U. S. stations complaining of interference. The interference factor, he added, makes an agreement on standard band broadcasting in the North American region desirable.

U. S. broadcasters as well as the State Dept. and FCC will be seriously confronted with the question of effect on U. S. interests if no international regulations are promulgated and if all countries involved are permitted, "without restraint," to operate their stations on any frequency "with any amount of power they may desire" at any location, he said.

SPONSOR pride is built by WIP Philadelphia in instituting awards to 10 year and older sponsors. At initial award ceremony are (l to r) Gordon Gray, WIP vice president; Arthur Lefko, president, Adams Clothes, receiving merit certificate for 15 year sponsorship of *C'mon 'n Dance;* Benedict Gimbel Jr., WIP president and general manager, and Herman Lefko, vice president, Adams Clothes.

He told FAB members that broadcasters will have to consider whether the "best interests" of the U. S. would be served "by refusal to accept any international agreement or whether . . . it would be better to accept an agreement which does not satisfy everyone but is in the best overall interests of the U. S."

PITCH TO RETAILERS

NRDGA Hears BAB Tips

BAB last week plumped hard for retailer use of radio, particularly news, transcribed and women's programs, in speeches before the midyear conference of the National Retail Dry Goods Assn. in Los Angeles.

The speeches were prepared by Maurice B. Mitchell, BAB director, and Meg Zahrt, BAB assistant director, but all were read to the conference by Miss Zahrt. Mr. Mitchell was obliged to cancel his appearance.

Mr. Mitchell's speech, presented Thursday at the conference in the Los Angeles Biltmore Hotel, discussed news and transcribed shows.

Radio, said Mr. Mitchell, "in the short space of 30 years . . . has replaced everything else as the source of news."

News, he said, is "not only radio's most important single service, it is also its most commonly-found program type. It is almost always available for local sponsorship."

Advantages to a sponsor of a news program include:

(1) The sponsor gets the credit for bringing the news into the listener's home.

(2) "You can forget about one big radio program problem when you sponsor news—the problem of keeping your program always interesting, new and entertaining. . . . The news is—just because it is news—always changing, never stale, repetitive, boresome."

(3) "People believe news, a fact that adds integrity and believability to your advertising message."

Mr. Mitchell pointed out that the size of the radio news audience has grown since the war; it was 35% bigger in January 1946 than on V-J Day.

Turning to transcribed shows, Mr. Mitchell pointed out that they enabled local advertisers to buy expensive arrays of talent for costs they could afford.

Cites Program

He cited the example of one transcribed program series featuring an orchestra, a famous conductor, a chorus and a star soloist. Talent costs on this show amount to $5,054 for each half-hour show.

"Yet by using the transcription library at your local station . . . your store can sponsor it and benefit from its entertainment and advertising impact at a cost that is actually negligible," Mr. Mitchell said.

"In some cases, stations will supply library material at the cost of only the time, and in most others only a small handling charge is involved."

Mr. Mitchell said that "in no other advertising medium is the skill and artistry of the nation's greatest performers so readily available at so little cost. No where else in radio itself is there such a vast and inexpensive reservoir of the kind of entertainment that most people will always want and seek."

Miss Zahrt's speech was concerned with women's shows.

Pointing out that such programs directly influence "the buying minds of women," Miss Zahrt gave many reasons why retailers could profitably use women's shows.

Among them were the fact that "your advertising is personally endorsed" by women commentators and that such a program "gets a direct merchandise message across to your listeners."

"It is radio's ability to lend personal recommendation, personal experience, to your advertising story that makes a women's program a powerful medium for bringing women into your store—and once they are in your store their normal tendency is to buy beyond their original intent," Miss Zahrt said.

Durante Cancels

JIMMY DURANTE chose cancellation of his NBC program following the June 30 broadcast rather than make a firm TV commitment price to R. J. Reynolds Tobacco Co. (Camel cigarettes). Having an MGM contract forbidding TV effective one more year, the actor felt he did not desire to tie himself to a deal. William Esty Co., Camel agency, insisted on commitment as an alternative of taking a cut in the package show price in the event Mr. Durante refused TV offer.

NAB Rebuked

(Continued from page 17)

holding of international conferences completely nugatory."

While taking exception to NAB's stand on policy and non-technical matters, Comr. Hyde paid tribute to "the services of representatives of the NAB, such as Mr. McNaughten, ... in connection with strictly technical consideration."

Comr. Hyde noted that Judge Miller's letter "makes reference to possible further definition of policy by the NAB Board as to the participation that representatives of the NAB should play in international conferences.

"In the light of the desirability of having all points of view afforded genuine representation in a delegation," he continued, "I have no objection to your making known to the Board of Directors my views regarding the highly limited usefulness of your representatives under the existing NAB policies."

Sees 'Misconceptions'

Comr. Hyde also found in Judge Miller's letter indications of "the existence of certain misconceptions on your part with respect to the duties and functions of members of the U.S. delegation to international conferences."

Of a mention made by Judge Miller that Comr. Hyde might "be designated, again, to represent the FCC" at an international conference, the letter said:

> **For your information, I was appointed chairman of the U. S. delegation to the conference concerning NARBA matters at Montreal and I continued in that capacity in our meetings with the Cubans at Havana. As such, I did not "represent the FCC" as you state, but rather I represented the U. S. and, therefore, not only the FCC and other government departments, but all U. S. interests, including those of the broadcasting industry and the listening public.**
>
> **For a chairman, or for a delegate, to take any other view or to have a more limited perspective, would not be in accord with the purposes of his office or be consistent with his duties. . . .**

Basis for Letter

Judge Miller's letter which inspired Comr. Hyde's reply was one written in response to a State Dept. invitation to send a representative to the Extraordinary Administrative Radio Conference which is scheduled to open at the Hague, Netherlands, Sept. 1.

Although copies of it were not immediately released, it was presumed to refer to NAB's present policies on extent of NAB participation in international conferences, past experiences in this connection, and the prospect of a re-examination of policies at the next NAB board meeting, scheduled June 20-22.

The Hague Conference, envisioned under the 1947 Atlantic City Convention, is being held to approve the new international frequency lists which have been prepared since the Atlantic City conference. These lists involve assignments to stations below 27 mc, but discussion of assignments within the broadcast band is not anticipated since, under the Atlantic City Convention, these would be worked out by special regional agreement, as through NARBA.

The NARBA conference, which broke up last winter over U.S.-Cuban allocations differences which have not yet been resolved, is now slated to resume in Washington on Sept. 6 [BROADCASTING, May 15].

Carnation Milk Adds

CARNATION Milk Co's *Carnation Family Party*, audience participation program now on CBS Pacific Network, will be heard on the entire network facilities beginning Saturday, July 1, 10-10:30 a.m., EDT. Erwin Wasey & Co., Los Angeles, is the agency.

WILLIAM LEMKE

N. D. Congressman Dies

FUNERAL services were held Friday in Fargo, N. D., for Rep. William Lemke (R-N. D.), 71, veteran member of Congress, radio critic, and perennial advocate of legislation to return a portion of the 50 mc band to FM. He succumbed from a heart ailment last Tuesday.

A one-time Union Party candidate for the Presidency in 1936, Rep. Lemke came to Congress in 1933 and had served continuously with the exception of one term (1941-42). He was seeking his ninth term this fall.

A member of the House Public Lands Committee, Rep. Lemke was actively interested in FM radio, as well as Zenith Radio Corp.'s Phonevision. He sponsored legislation in the 79th, 80th and the present Congress designed to restore part of the 50 mc band to FM. The House Interstate & Foreign Commerce Committee held hearings in April 1948 on a measure to augment FM's present 88-108 mc band with a segment of the 50 mc sector. A similar bill is currently before the group with little hope of passage.

Mr. Lemke was born in Albany, Minn., Aug. 13, 1878. He is survived by his widow, two sons and a daughter.

Radio-TV for Flamingo

RADIO and television as well as other media will be used to promoted Flamingo, a new frozen orange juice, scheduled to be launched this month, it was announced in New York last week by Douglas Leigh, creator of Broadway displays and operator of a giant advertising dirigible. The product will be financed, distributed and advertised by Leigh Foods Inc. Radio-TV campaign is slated to begin July 4 in the ~~New~~ New York market, first distribution point.

THE
BRANHAM
COMPANY

representing

	RADIO
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.
	TELEVISION
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

THE REAL McC

IT'S NO SECRET—

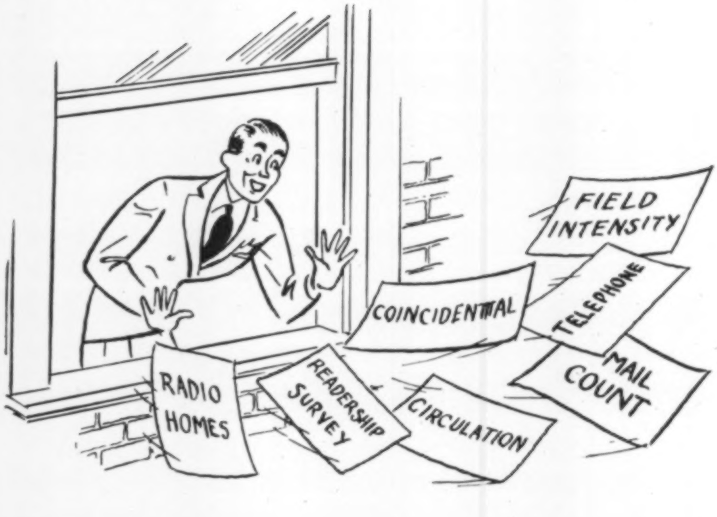
- **NEWSPAPERS** have, for years, sold space with circulation figures.

  (Most Advertisers never ask for readership data.)

- **RADIO** has sold time on field intensity measurements . . . program popularity polls . . . incidence of tune-in . . . radio homes, etc.

NOW—*the EFFECTIVENESS of these Media Is Being Evaluated - Dollar for Dollar - SO—*

Out the Window Go . . . .


FIELD INTENSITY
TELEPHONE
COINCIDENTAL
MAIL COUNT
RADIO HOMES
READERSHIP SURVEY
CIRCULATION

FREE:

A Comparison Summary Based on th se

OY!

The XL *Stations*

KXL	KXLY	KXLE	KXLF	KXLL	KXLJ	KXLK	KXLQ
Portland	Spokane	Ellensburg	Butte	Missoula	Helena	Great Falls	Bozeman

in cooperation with a group of advertisers, employed ARBI (Advertising Research Bureau Inc.) to test the relative effectiveness of newspapers and the XL Stations as advertising media in the Pacific Northwest.

Assume the Advertiser Gets His Money's Worth With Newspaper Advertising . . .

WHAT DOES HE GET WITH RADIO?

THESE ARBI SURVEYS show conclusively that for the same number of advertising dollars the XL Stations deliver to the points of sale more traffic and more customers who purchase more merchandise at a higher dollar-volume than do the collective newspapers.

LOCATION	BUSINESS	STATION	NEWSPAPER
Portland	Department Store	KXL	Oregonian
Portland	Book Store	KXL	Oregonian
Portland	Women's Specialty Shop	KXL	Oregonian
Spokane	Jewelry Store	KXLY	Spokesman-Review Spokane Chronicle
Spokane	Men's Clothing	KXLY	Spokesman-Review Spokane Chronicle
Spokane	Farm Equipment	KXLY	Spokesman-Review
Spokane	Women's Wear	KXLY	Spokane Chronicle
Missoula	Department Store	KXLL	The Missoulian The Sentinel
Missoula	Department Store	KXLL	The Missoulian The Sentinel
Helena	Department Store	KXLJ	Independent Record
Helena	Department Store	KXLJ	Independent Record
Bozeman	Furniture Store	KXLQ	Bozeman Chronicle
Bozeman	Department Store	KXLQ	Bozeman Chronicle
Great Falls	Home Furnishings	KXLK	Great Falls Tribune
Great Falls	Department Store	KXLK	Great Falls Tribune
Butte	Grocery	KXLF	Butte Daily Post
Butte	Women's Wear	KXLF	Montana Daily Standard

---

thse ARBI Surveys. Write - - -

The XL Stations - Box 1956 - Butte, Montana

Editorial

Censorship Gamble

THAT BILL to restrict the interstate transmission of "gambling" information gets better as it goes along.

The first version, written by the Justice Dept., would have prohibited the transmission of virtually any sort of information that could be construed as "assisting" gambling activities, and added a special penalty for radio in the form of a time-lag before the results of horse races could be carried.

FCC couldn't go along with so far-reaching a ban, the policing of which, incidentally, would have been an FCC responsibility. So the Commission came up with its own version, a more direct and fairer approach which would simply have banned the transmission of data on bets, odds, and prices paid in gambling on sports events.

Now the Senate Interstate and Foreign Commerce Committee has approved a compromise [BROADCASTING, May 29; also see story this issue] which seems to cut even the FCC's proposed restrictions at least in half.

The substitute's definition of "gambling information" is more inclusive. But it has the substantial merit of applying only up to the moment when the event starts. After that, the information is "news." Further, the prohibitions relate only to horse and dog races, not to other sports events.

Let us not be too much carried away by the improvements, however. The odor of censorship still clings. We find it especially hard to understand how information which is legitimate "news" at one moment can be forbidden at another. Censorship exists or it doesn't; it is not a matter of degree.

We do not mean to discredit the work of Sen. E. W. McFarland (D-Ariz.) and his commerce subcommittee which drafted the framework of the substitute bill. We can appreciate their interest in curbing gambling syndicates. But we still think a full-scale investigation is needed first—of the sort which Sen. Estes Kefauver (D-Tenn.) currently is undertaking—and that, in the long run, the answer is in more industrious application of local laws.

Radio should be grateful to Sen. McFarland and his group for their efforts to eliminate the earlier bill's discrimination against broadcasting and its inroads on free speech. It seems to us that they have been as successful on this score as they could be without abandoning this legislative approach altogether.

Which brings us to our point.

EMBATTLED FCC Comr. Robert F. Jones, in his address before the Ohio Assn. of Broadcasters, appears to have opened a new front in the regulatory war. He attacks "multiple interest" operators—those who are in fields other than sound radio per se. *If the original radio regulatory body had held this view, there would be no broadcasting art today, because all of the first generation stations were started by "multiple interest" operators who risked their capital. If carried to the extreme, Mr. Jones' precept would lead to a ban on joint ownership of sound and TV facilities and thus torpedo development of the radio arts. Comr. Jones should make it crystal clear that he harbors no such confiscatory notions.*

BAB's Birthright

ASK ANY peddler for newspapers, magazines, outdoor or sky-writing about Broadcast Advertising Bureau, and it's 15 to 2 he'll tell you that Mitch's outfit has been a thorn in his side for years.

BAB was just a year old last week. It is probably the only organization in sales history that started full blown. It moved so fast it got buffeted about in its own slipstream.

Maurice B. Mitchell has been the perfect man for the job—one that was thought insuperable. Young, fast and facile, his stamina has amazed those who have observed his supersonic sales operation. The activity of BAB after one year was recounted in these pages last week.

With a modest budget of about $200,000, BAB has exerted such influence and stimulated such sales force that the newspaper industry's rival organization, the Bureau of Advertising, already has begun to wince. The Bureau of Advertising, it is well to point out, is blessed with a budget more than five times that of BAB.

It is a dismal but inescapable fact that broadcasters too often have undersold their wares. What BAB has done to correct that condition, from where we sit, is worth every penny subscribers have paid. The question soon will arise whether BAB should cut loose from the NAB's apron strings and shift for itself. Such a separation would appear to be in order if the NAB board decrees a "federation" formation, whereby broadcasters would pay a blanket membership to NAB, but would pay-as-they-use for other services. Such a federation approach seems to be indicated.

Whether it's BAB within or outside the NAB, we wish it many happy returns, which indubitably would be translated into happy returns for broadcasters and telecasters.

Happy Ending

OUT IN ST. LOUIS, where they take their freedoms seriously, a battle has been raging for months over transit radio. The principals have been the *Post-Dispatch* (KSD and KSD-TV), which has been vehemently opposed to radio on street cars and busses, and the *Star-Times* (KXOK and KXOK-FM) which has the Transit Radio franchise.

The going has been as hot and heavy as any in modern journalism. Editorial writers brandished phrases and parried rapier thrusts in the fashion of Mark Hanna and 'Marse' Watterson. Top cartoonists had a field day.

Last Thursday the *Post-Dispatch* announced the results of an extensive and expensive survey by St. Louis U. It showed that 75% of 23,500 passengers polled, favored Transit Radio; 15% were against and 10% had no opinion. Almost all the young people liked it.

Forgetting the invective of the campaign, the *P-D* did that which is in the best journalist tradition. It pointed out that the 15% opposition can appeal its case to the Missouri Public Service Commission, charging "invasion of privacy," a theory that was rejected on the same day by Judge Edward A. Tamm in Washington, who dismissed three suits brought to block WWDC's Transit Radio in the nation's capital. But the *P-D* recognized the will of the people, as expressed in the survey it underwrote.

"At this point," concluded the *P-D* editorial, "the ayes seem to have it."

The cue is there for all others. They should remember that all advertising is designed to be "captive," else it fails its mission. And they should recognize that every new medium has been accommodated.

Our Respects To—

ABEL ALAN SCHECHTER

A. A. SCHECHTER, whose notable achievements in radio newscasts range from an exclusive description of the scuttling of the *Graf Spee* to an international contest for singing mice, last week was busy reinforcing Mutual's claims that it broadcasts "more news, more often, in more sponsored time than any other network."

Despite the rigors of overseeing the fullest network news schedule in the business and riding herd on such special events as the Indianapolis auto race, Mr. Schechter found the week languid, not to say dull. Without a disaster, war, famine or other cataclysm, the week for Mr. Schechter passed in *ennui*.

The MBS vice president in charge of news, special events and publicity is most at peace when working at a speed just short of disintegration. At moments when the news is only routine, he is morose and restless. At such moments he occasionally is driven to invent occurrences spectacular or bizarre to pique his interest.

Perhaps the most celebrated stunt that Mr. Schechter has conceived in such a moment of tedium was the singing mouse contest he staged while at NBC before the war. It is widely remembered among almost everyone but music lovers.

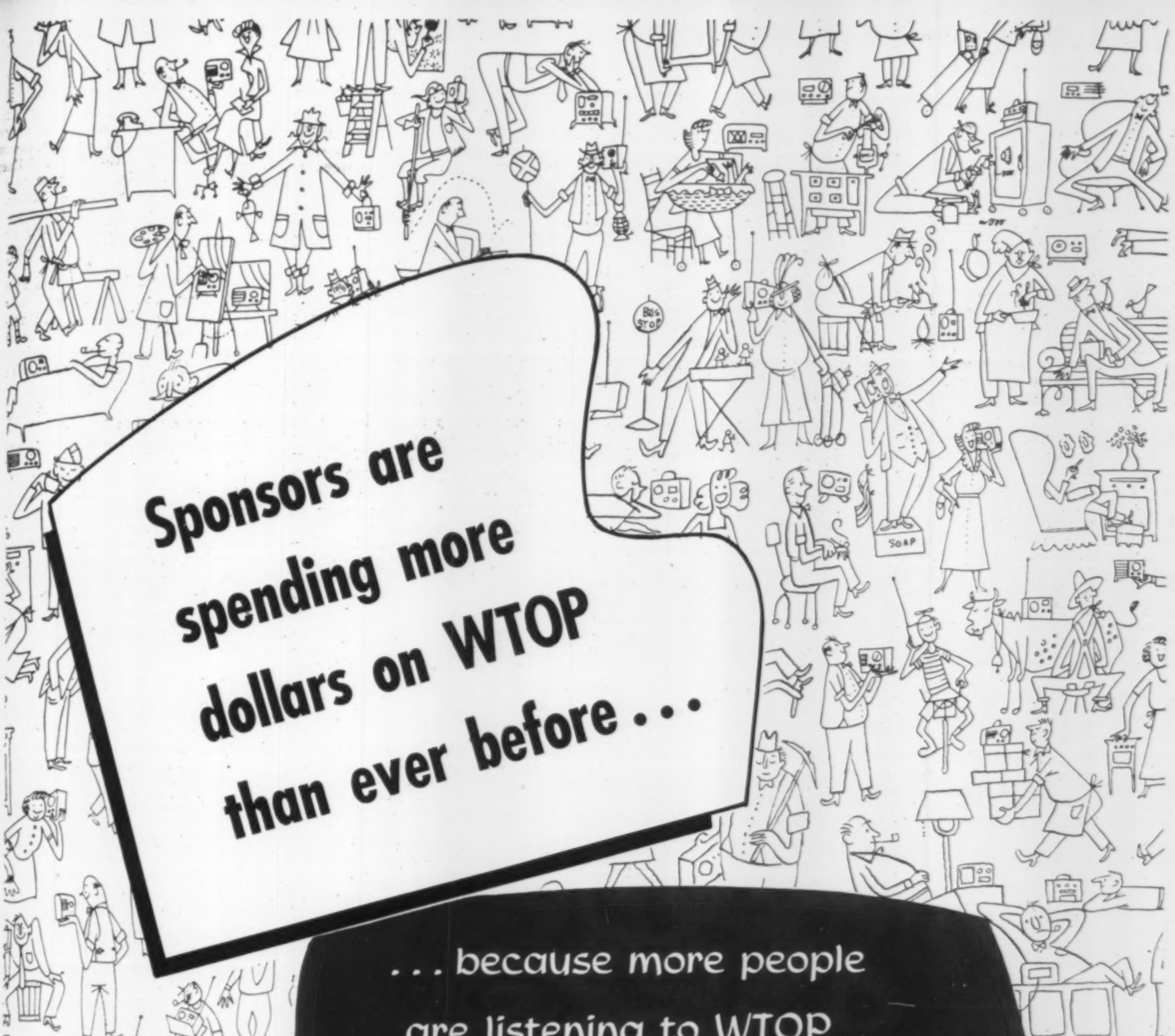
Mr. Schechter, having noticed a newspaper item reporting that a man had trained a pet mouse to sing, set the entire NBC organization to frantic action. In a matter of days, NBC station network newsmen had ferreted out droves of singing mice. Regional contests of mice talents were held and seven winners competed in the national finals, broadcast, of course, by NBC.

The American winner then was entered in an international competition, a competition involving Canadian and British mice as well as NBC and the British Broadcasting Corp. Among the distinguished judges were the late Walter Damrosch and Deems Taylor.

If it failed to advance musical progress perceptibly, the singing mouse contest did arouse vast public interest. Mr. Schechter today cherishes a page torn from the *Toledo Blade* of the time. A streamer headline across the top announced the singing mouse contest. Down in the middle of the page was a two-column headline reporting that Lily Pons was making her American debut.

Mr. Schechter's record of more sober newscasts is even more impressive than his inventions. One of the most significant exclusives in radio news history was NBC's eyewitness broadcast of the scuttling of the German

(Continued on page 38)



Sponsors are spending more dollars on WTOP than ever before . . .

. . . because more people are listening to WTOP than to any other radio or television station in Washington*

wtop CBS

THE WASHINGTON POST—CBS STATION

Represented by Radio Sales

**Pulse Surveys-January through April, 1950*

RMA CONVENTION Revamping Plan on Agenda

RADIO MFRS. ASSN., whose members are shooting toward their first billion-dollar radio-TV production year, open the 26th annual convention today (Monday) at the Stevens Hotel, Chicago, with an agenda featuring plans to reorganize the association.

Three-ply reorganization program will be laid before the association by Raymond C. Cosgrove, RMA president, and J. J. Kahn, Standard Transformer Corp., chairman of the Organization & Services Committee.

RMA members have been scanning the reorganization suggestions as drawn up by Chairman Kahn's committee. This committee will meet Tuesday afternoon to draw up final recommendations.

In essence the committee's suggestions include proposed amendment of the by-laws to provide for a fulltime paid president; changing of the name to Radio & Television Mfrs. Assn. and re-vamping of the dues structures to remove inequalities and raise the maximum dues.

Present dues range from $100 to $5,000 a year. Under the proposed revision the maximum would be raised to $10,000 and adjustments made in some of the categories.

Constitutional changes will be submitted to membership vote. If the plan for a paid president is approved, selection of the person to fill the job will be up to the new board along with election of other association officers. The Kahn committee is expected to draw up recommendations for the board at its Tuesday meeting.

Report Set

This committee will make its first report Wednesday, submitting it to the retiring board. Association members will meet by divisions Thursday morning to vote on by-laws changes, with chairmen of each division casting board votes after the Thursday luncheon on the basis of division balloting.

Most of the four-day agenda consists of committee and division sessions covering specialized problems. Membership luncheon and the industry banquet are scheduled Thursday. FCC Chairman Wayne Coy will be the speaker at the dinner. Presiding will be Leslie F. Muter, Muter Co., chairman of the Banquet & Convention Committee.

Since many of RMA's members are keying their production programs around television, interest in Chairman Coy's speech will be high though he has stated his views on color TV and allocations many times during discussions of the Commission's freeze. When the freeze is lifted, the industry expects to attain production heights far beyond the 1949 factory sales of $875 million and the 1948 figure of $750 million.

The convention will be the last in which Bond Geddes, RMA executive vice president, general manager and secretary, will participate as an active officer. Mr. Geddes retires Aug. 1 and will serve the association on a consulting basis under a retirement plan based on his 23 years of service.

Should a paid president be named, RMA may elect a chairman of the board as honorary head of the association. It will consider, also, the problem of staffing the Washington headquarters and appointment of a general manager or similar executive will be considered.

The reorganization project developed at RMA's April board meeting in Ste. Adele, Quebec [BROADCASTING, April 24, May 1]. At that time word leaked out that the Kahn committee had interviewed Lt. Gen. Lucius B. Clay in connection with the paid presidency, which carries a proposed $50,000 annual salary.

Among official reports to be submitted during the four-day meeting will be that of President Cosgrove on the color television discussions. Max F. Balcom, Sylvania Electric Products, will report as chairman of the RMA Television Committee. Dr. W. R. G. Baker, General Electric Co., will report as chairman of the National Television Systems Committee which has made detailed studies on color, allocations and other phases of TV development.

Request for Funds

Two industry groups will submit requests for promotional funds. The Phonograph Industry Committee plans a drive to exploit products in that field. The Sales Promotion Committee of the Amplifier & Sound Equipment Division is anxious to develop sales in that field, including school and industry equipment as well as home intercommunication equipment.

RMA's program opens today at 10 a.m. with a series of section and committee meetings. Similar schedule is planned Tuesday and as many as nine committees will be meeting simultaneously. Thirteen different groups will meet Wednesday morning and the retiring RMA board will meet Wednesday at 2 p.m. with President Cosgrove presiding.

Annual membership meetings of the five RMA divisions will be held Thursday morning followed by the membership luncheon. Presiding at the luncheon will be President Cosgrove and Executive Vice President Geddes. Mr. Cosgrove will give his annual report. Mr. Muter, RMA treasurer, will give the annual financial report followed by the report of Chairman Kahn's reorganization committee.

The new RMA board meets at 3 p.m. Thursday. Fourteen new members, who will be elected during the convention, will take office at that time. The board also will take up the whole reorganization problem, including personnel.

Members of Chairman Kahn's key reorganization committee include Messrs. Muter, Baker and Balcom; G. M. Gardner, Wells-Gardner & Co.; W. J. Barkley, Collins Radio Co.; R. E. Carlson, Tung-Sol Lamp Works; A. D. Plamondon, Indiana Steel Products Co.; A. Liberman, Talk-A-Phone Co.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Paul V. Galvin, Motorola Inc.; Fred R. Lack, Western Electric Co.; W. A. MacDonald, Hazeltine Electronics Corp.

GAMBLING BILL Compromise Awaits Senate Action

COMPROMISE version of legislation to prohibit broadcasts and telecasts of gambling" information prior to horse races but permitting coverage of the actual event was marking time on the Senate calendar last week following approval of the less stringent measure by the Senate Interstate & Foreign Commerce Committee [BROADCASTING, May 29].

Meanwhile, there was speculation that the bill (S 3358), reported to the Senate May 26, may run afoul of a jurisdictional dispute involving the Senate Judiciary Committee, which originally proposed a sweeping crime probe under Sen. Estes Kefauver (D-Tenn.). His five-man group is preparing to launch a broader full-dress inquiry.

It was reported that Sen. Pat McCarran (D-Nev.), chairman of the Senate group, may attempt to have the measure referred to his committee for close scrutiny. Sen. McCarran could not be reached for comment Thursday, but had not officially pressed for action on the Senate floor.

He was understood to have objected to the Commerce-reported bill on grounds that it involves criminal statutes and hence penalties would be enforced by the Justice Dept. rather than FCC. Another factor reportedly was that Sen. McCarran felt "states' rights" are involved.

In any event, authorities felt there is little likelihood the bill would be taken up this week in view of other pressing Senate business. When the calendar might be called was a matter of speculation.

The bill reported by the Senate Interstate Commerce Committee, following three weeks' of hearings [BROADCASTING, May 8, 1] and study by its communications subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), was adopted as a compromise between the Justice Dept. bill and the FCC plan, which would have banned transmission of data on odds, etc. during, after and before a horse race.

Given Specific Definition

It defines gambling information more specifically and would permit transmission of such data during and after horse and dog races on the ground that the information would then constitute "news." Measure specifically encompasses wire services and stations, covering the leasing of communications facilities, and the broadcast of such information. Maximum penalties would be a year's imprisonment and a $1,000 fine.

Sen. McFarland, in a statement accompanying the subcommittee's recommended bill to the full committee, noted that the Justice Dept. measure (S 3358), would have permitted widespread dissemination of

(Continued on page 77)

PAUSING at entrance to the convention hall at the U. of North Carolina in Chapel Hill, during the May 22-23 meeting of the North Carolina Assn. of Broadcasters [BROADCASTING, May 29], are (l to r): Cecil Hoskins, manager, WWNC Asheville; Jack Younts, manager, WEEB Southern Pines and secretary-treasurer of NCAB; Robert Wallace, manager, WOHS Shelby, NCAB president, and Earle Gluck, manager, WSOC Charlotte and vice president, NCAB.

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Advertising Agencies
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Market Analysts

SRDS
Consumer Markets
Showing the Market Information and Media Buying Functions Compiled and Published Annually by STANDARD RATE & DATA SERVICE, Inc.
1950-1951

PRESENTS MORE THAN 350,000 MARKET FACTS
U. S., State, County and City Data

COUNTY DATA

Number Daily Newspapers; Number Radio and TV Stations

Population—'40 count; '49 estimates.

Families—'40; '49 households, families per square mile; radio homes.

Retail Sales—'40; '49 estimates; Retail Sales Index; per family; per capita; sales by classes of outlets—Food, Gen'l Merchandise, Apparel, Home Furnishings, Automotive, Filling Station, Lumber, Building Material—Hardware, Eating-Drinking, Drug, number major outlets.

Industrial Data—'48 Number establishments; total employed; total wages; % state total; average weekly wage; major industries.

Farm Data—'49 population; families; income, % of state; income per family and per capita; '45 average farm size; value per farm and per acre.

CITY DATA

For all cities of 5,000 and over population. County name and map location; number daily newspapers; number radio and TV stations.

Population—City zone; city and retail trading zone; '40 city limits and '49 estimates.

Families—Number in corporate limits and '49 estimates; radio homes.

Retail Sales—'40 totals and '49 estimates; Retail Sales Index '40/'49; per capita; per family by classes of outlets—Food, Gen'l Merchandise, Apparel, Home Furnishings, Automotive, Filling Stations, Building Material, Hardware, Eating-Drinking, Drug, Bank Debits.

MAPS

Marketing Maps—State (with county lines and keys); each City of 250,000 and over population; U. S. Territories and Philippines; Canada.

Here's What They Say About SRDS Consumer Markets

From the President of a Minneapolis Agency:

"We are putting it to work in preparing at least two recommended schedules."

From a Middle Western National Advertiser (Heating Equipment):

"Very helpful in administration of our current newspaper program."

From the Vice-President of a Radio Network:

"I am enclosing a tabulation from your book which is highly illuminating."

From the Media Director of a Northwestern Agency:

"We found Consumer Markets just the thing in helping plan campaigns."

From the President of a Southern Advertising Agency:

"Have used it to actually close opinions on new sales ventures."

1950-1951 Edition Closes:
July 1st for set copy.
July 15th for complete plates.
Published September 1st.

SRDS Consumer Markets . . . The Market Data Book of a Thousand Uses . . . Presents more than 350,000 Market Facts . . . A Practical Marketing Department in One Volume

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SPOKANE

KFRE
FRESNO

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KOIN
PORTLAND

ast listens most to *Columbia Pacific . . .*

Coast listeners like us best because Columbia Pacific delivers the best programs, regional and coast-to-coast, as Nielsen ratings prove.* *This is why Columbia Pacific delivers higher average ratings for regional programs than other Coast networks.*

And . . .

Columbia Pacific broadcasts 8 of the top ten coast-to-coast programs.

The Coast will listen most to you, too . . . on Columbia Pacific.

KROY
SACRAMENTO

KNX
LOS ANGELES

Columbia Pacific
. . . the IDEA Network

Represented by RADIO SALES

**Nielsen Pacific Coast Report, March 1950.*

Respects

(Continued from page 32)

navy's pride, the *Graf Spee*, in Montevideo harbor, in 1940.

Mr. Schechter arranged an exclusive on the event by the simple device of tying up the only radio circuit from Montevideo and hiring every English-speaking person in the city. The principal correspondent on the scene, also hired for the occasion, bought a small lighthouse with a commanding view and from it was able to describe the demise of the German raider when her crew scuttled her in the harbor.

Born in 1907

Abel Alan Schechter was born in Central Falls, R. I., Aug. 10, 1907, attended public schools there and then entered Boston U. He had decided to become a newspaperman. Displaying even then an alarming aptitude for keeping busy, he enrolled as a full-time student in the university's school of journalism, and to avoid the awful prospect of an idle moment, took a full-time job as a reporter on the *Providence Journal*.

He commuted from Providence to Boston, arriving at school for early morning classes and returning to Providence in time to start his daily trick at 6 P.M.

In four years he was graduated not only from Boston U. but also from the *Providence Journal*. He moved to Newark, N. J. and joined the *Newark Star-Eagle* as a reporter.

Within a few months he had what he had wanted all along—a job on a New York paper, specifically *The World*. Three years later, when *The World* was sold, he joined the Associated Press as night city editor in New York, and a few months later went to International News Service as city editor.

In 1932 he joined NBC as copy editor in the press department. Three years later the press-radio war flared up; press associations denied their services to radio, and Mr. Schechter was assigned to the NBC news department with the somewhat taxing mission of single-handedly covering the news of the entire world.

The task of competing with the giant news gathering resources of press associations and metropolitan newspapers drove the energetic Mr. Schechter to a state of sheer happiness. By keeping up a steady torrent of telephone communications with news sources over the four instruments at his desk and stooping to occasional larceny while riffling through late editions of the press, Mr. Schechter collected such volumes of news that at times he was even ahead of the press.

Press-Radio War Recalled

In his book, *I Live on Air*, published in 1940 by F. A. Stokes Co., Mr. Schechter recalled incidents of this press-radio war.

In 1936 he became NBC director of news and special events. In the next few years, before he went into first the Office of War Information and later the Army, Mr. Schechter kept occupied with the increasing tempo of international news and the approach of war. NBC in that period scored a number of outstanding news beats under his direction.

In 1941, after Pearl Harbor, Mr. Schechter drew up the first draft of a radio censorship code for the Office of Censorship. A few months later he acted as civilian consultant to the War Dept. Bureau of Public Relations. In the spring of 1942 he took a leave from NBC and joined the OWI as special assistant to Gardner Cowles, then chief of domestic operations.

After serving in that capacity for several months he became a captain in the U. S. Army Air Force as chief of radio public relations. In March 1944 he was assigned to Gen. Douglas MacArthur's command as chief of radio in the GHQ public relations section.

Equips Radio Ship

Upon arriving at Brisbane, Australia, the headquarters of Gen. MacArthur's command, the then Major Schechter was assigned to equip a special ship with voice radio equipment adequate to transmit directly to San Francisco from future beach-heads. What emerged from his labors was the *Apache*, an antique craft that more than made up in electronic knick-knacks what it lacked in nautical architecture. The *Apache* survived two contested landings at Leyte and Luzon as well as numerous bombing raids with never a serious disruption in her radio service.

In June 1945 Mr. Schechter was decorated with the Legion of Merit by Gen. MacArthur for operating the complicated radio communications during the Philippines campaign. He was relieved from the Army as a lieutenant colonel that month and returned to the U. S.

In July 1945 he joined Mutual as vice president in charge of news and special events.

At Mutual he has kept up his usual pace. One of the first newscast exclusives he arranged was a direct report from the Manila courtroom of the Judge reading the verdict in the trial of the Japanese General Yamashita.

He set a precedent, quickly followed by the other leading networks, in selling Mutual's coverage of the 1948 presidential election returns to a sponsor, Curtis Publishing Co.

Mr. Schechter is married to the former Fritzi Breger, whom he wed in 1940. He belongs to the National Press Club, the Dutch Treat Club, The Players and to Sigma Delta Chi.

NEED MORE COVERAGE?

Then you need KFYR, whose signal comes in loud and clear in a larger area than any other station in the U. S. A. And that isn't all! KFYR enjoys a choice frequency of 550 kilocycles, is located in the center of an area noted for excellent ground conductivity. 24 years of listener loyalty, too. Ask any John Blair man to prove it.

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

Harter Heads Ad Club

BOB HARTER, WHO Des Moines, was elected president of the Advertising Club of Des Moines at the organization's annual election meeting May 23 at the Fort Des Moines Hotel. Also elected was John Schweiker, sales and promotion member of WHO, as vice president in charge of publicity.

STERLING TERM

Set for Airing June 14

FCC COMR. George Sterling's renomination to the Commission for a full seven-year term, effective July 1, has been slated for consideration by the Senate Interstate & Foreign Commerce Committee at its next regular meeting June 14, Chairman Ed C. Johnson (D-Col.) announced last Monday.

Comr. Sterling will be invited to express his views to the committee, which also plans to act on the nomination of Martin Hutchinson to Federal Trade Commission. Whether the committee will act quickly on Comr. Sterling's renomination, sent to Congress May 26 by Mr. Truman [BROADCASTING, May 29], will depend on the tack taken by committee members.

In any event, Senate approval is confidently expected, though Sen. Johnson already has indicated a hearing will be held. It was believed the hearing might consume one day at most. On the other hand, the committee may report favorably on Comr. Sterling after executive session June 14. Committee approval generally is tantamount to Senate confirmation.

Sen. Charles W. Tobey (R-N. H.), leading questioner in Comr. E. M. Webster's confirmation hearing last year, said last week he had not given the Sterling renomination much thought. It was believed, however, he would pursue color TV phases. Sen. Johnson already had indicated he may have "some questions to ask" but preferred to await the Commissioner's appearance.

Comr. Sterling is known to have FCC Chairman Wayne Coy's endorsement for reappointment to the post which he assumed Jan. 2, 1948. His present term expires June 30. Additionally, the committee, chief watchdog of FCC, may be expected to weigh Comr. Sterling's engineering background in view of the Commission's study of the highly technical color TV question. He is one of FCC's two engineer-members.

Mr. Hutchinson would succeed the late Ewin Davis for a full seven-year term as member of FTC.

Upcoming

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.
June 19: NAB Board indoctrination, NAB Hdqrs., Washington.
June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.
June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.
June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.
June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.
June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.
June 29-30: Assn. of Independent Metropolitan Stations Convention, Miami, Fla.
June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.

NAB Federation

(Continued from page 15)

because they are not attorneys and overruled Mr. Wasilewski's request for extra time to present two opposite viewpoints. Mr. Wasilewski summarized the Markham and Sellers prepared statements for the record. The statements themselves were filed with the secretary's office for the information of the Commission.

Mr. Markham noted that 146 of the pending TV applicants hold an NAB AM or FM membership and that all but two of NAB's 37 TV members operate AM or FM or both. TV licenses have gone well beyond FCC's minimum program requirements, he said, in contending FCC should not restrict separate aural and visual broadcast to an experimental or test basis.

In time, he said, integrated use of aural and visual transmissions will completely occupy all assigned frequencies during desirable hours. He argued music is more useful than a single tone as test-pattern background. The FCC interpretation would ban such service.

Mr. Markham favored any use of TV facilities in non-program time which would speed the sale and facilitate the maintenance of TV sets. Several segments of the TV industry benefit from aural entertainment with test patterns, he contended. The transition period for joint AM-FM-TV operators is difficult, he pointed out, and he denied recorded music or AM-FM programs with a test pattern disrupts the radio audience. "Each should fend for itself," he argued.

FCC Not Concerned

FCC was not concerned over FM's effect on AM when it licensed FM stations, he said, and should not be concerned about TV's impact on existing operations. The time is not yet ripe to spell out in detail what is or is not in the best interest of the public or the industry, and any such regulation is premature, he contended.

Mr. Sellers argued in favor of the FCC's proposed restriction, pointing out that one TV channel could accommodate 30 FM broadcast channels. After noting the existing "headache" over AM-FM duplication, he said, "How much bigger headache is 'triplication'."

Mr. Sellers foresaw not only the tendency of TV stations to duplicate AM and FM broadcasts but also the origination of aural broadcasts within a visual signal, contending this would be an improper and uneconomic use of the spectrum space allocated TV. Moreover, he said, it would place broadcasters without TV in unfair competition with operators of TV, AM and FM services.

He said unintegrated service would bring use of TV hours for a non-visual service during hours that might be spent in developing local TV programming. TV is deprived of its greatest asset—sight—in nonintegrated programs, he argued. The single audio tone is highly satisfactory for set servicing, he said.

NIELSEN RATINGS *

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK
EXTRA-WEEK
APRIL 23-29, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	23.0
2	3	Arthur Godfrey's Talent Scouts (CBS)	18.9
3	2	Jack Benny (CBS)	17.4
4	6	My Friend Irma (CBS)	17.1
5	8	Amos 'n' Andy (CBS)	15.9
6	11	You Bet Your Life (CBS)	14.9
7	7	Charlie McCarthy Show (CBS)	14.9
8	5	Fibber McGee & Molly (NBC)	14.8
9	4	Walter Winchell (ABC)	14.6
10	28	Mr. Chameleon (CBS)	13.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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IBEW-CBS TALKS

Union Undecided On Terms

INTERNATIONAL office of the International Brotherhood of Electrical Workers (IBEW) in Washington was still undecided late Thursday as to whether it would recommend acceptance of a new contract offer made by CBS the previous week for broadcast engineers or issue a strike call.

From May 22 through 28, CBS management met with IBEW officials at closed day and night sessions in St. Louis to negotiate terms of a new IBEW-Network contract to replace the one which expired May 26. Final outcome was an offer from CBS for wage increases at all seven stations affected in Boston, St. Louis, Chicago, Minneapolis, San Francisco, Los Angeles and New York. A blanket raise was offered two groups—New York and Los Angeles in one, and Chicago, Boston, St. Louis and Minneapolis in the other.

KCBS San Francisco received separate consideration because it has only 5 kw instead of 50 kw as do other CBS key stations, and also is the newest station under CBS ownership [BROADCASTING, Feb. 21, 1949].

Working Conditions

Although the amount of salary increase was received favorably by union representatives, they rejected terms of working conditions. Main dispute throughout the week was reported to be the union's demand for a single standard of employment throughout the network, with a few allowances for local variances, and network's insistence on conditional terms contingent on offer of the raises. Union claims CBS demands too many concessions in each locality.

IBEW filed official notice for federal mediation with the National Labor Relations Board May 1, giving the required 30-day notice. This expired May 30, leaving the international office free to call a strike if it wishes.

St. Louis was selected as a meeting place after two weeks of preliminary talks because of its central location. Among those attending from CBS were Howard Hausman, chief attorney, Vice President Frank Falknor and Chief Engineer Henry Grossman. Station men present were Ken Craig, assistant to H. Leslie Atlass, CBS Central Division vice president at WBBM Chicago; Arthur Hull Hayes, vice president and general manager of KCBS San Francisco; Erwin H. Shomo, general manager of KNOX St. Louis, and Harold E. Fellows, general manager of WEEI Boston. IBEW was represented by Lawson Wimberly, chief of the broadcast engineers division of IBEW, and Freeman Hurd of the international office, in addition to men from locals in each of the seven cities affected.

International headquarters called at the meeting.

WKRT SALE

Price Totals $100,000

WKRT Cortland, N. Y., a 1 kw independent, was sold last week by Cortland Broadcasting Co. Inc. to Radio Cortland Inc., whose principals are Leighton and Robert M. Hope, at a price of $100,000. The sale is subject to FCC approval.

Gerald Mayer, president and general manager of Cortland Broadcasting Co., reportedly sold the station to devote full time to his law firm, Mayer, Rigby & Ryan, which has offices in Cortland and in Washington, D. C. Mr. Mayer was principal stockholder in the station.

Leighton Hope is a former officer of the National City Bank of San Juan. His brother, Robert, is former general manager of WWWB Jasper, Ala., and has served with WCOS Columbia, S. C., WSFA Montgomery, Ala., and WOR New York. The sale of the station, 1 kw day 500 w night on 920 kc, was handled by Blackburn Hamilton.

WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 10,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

Retail Sales

(Continued from page 19)

Metropolitan Area	Stores 1939	Stores 1948	Sales (000) 1939	Sales (000) 1948	Percent Change 1939 to 1948 Stores	Percent Change 1939 to 1948 Sales
Pittsburgh Metropolitan Area	22,971	23,252	697,016	1,967,604	+1.2	+182
Pittsburgh	7,875	7,515	337,312	871,194	—4.6	+158
Balance of Area	15,096	15,737	359,704	1,096,410	+4.2	+205
St. Louis Metropolitan Area	21,059	19,750	515,733	1,556,067	—6.2	+202
St. Louis	13,161	11,650	353,860	978,298	—11.5	+176
Balance of Area	7,898	8,100	161,873	577,769	+2.6	+257
Cleveland Metropolitan Area	17,418	15,555	524,073	1,520,224	—10.7	+190
Cleveland	13,814	11,759	420,426	1,175,139	—14.9	+180
Balance of Area	3,604	3,796	103,647	345,085	+5.3	+233
Washington, D. C., Metropolitan Area	9,136	10,135	482,503	1,480,835	+10.9	+207
Washington, D. C.	6,893	7,074	402,768	1,107,732	+2.6	+175
Balance of Area	2,243	3,061	79,735	373,103	+36.5	+368
Baltimore Metropolitan Area	16,360	15,336	422,500	1,225,746	—6.3	+190
Baltimore	14,116	12,579	380,103	1,051,564	—10.9	+177
Balance of Area	2,244	2,757	42,397	174,182	+22.9	+311
Buffalo Metropolitan Area	13,868	14,222	365,316	1,025,946	+2.6	+181
Buffalo	8,459	8,313	250,311	662,987	—1.7	+165
Balance of Area	5,409	5,909	115,005	362,959	+9.2	+216
Milwaukee Metropolitan Area	11,196	9,757	324,906	921,287	—12.9	+184
Milwaukee	9,375	7,764	288,244	789,597	—17.2	+174
Balance of Area	1,821	1,993	36,662	131,690	+9.4	+259
Metropolitan Areas with Center Cities of 250,000 to 500,000 inhabitants, total	123,395	120,419	3,898,031	12,087,316	—2.4	+210
Central Cities	93,175	86,994	3,341,675	9,970,552	—6.6	+198
Balance of Areas	30,220	33,425	556,356	2,116,764	+10.6	+280
Minneapolis-St. Paul Metropolitan Area	12,577	10,161	474,745	1,257,233	—19.2	+165
Minneapolis-St. Paul	10,613	8,261	437,082	1,127,313	—22.2	+158
Balance of Area	1,964	1,900	37,663	129,920	—3.3	+245
Kansas City Metropolitan Area	9,690	8,944	296,556	974,377	—7.7	+229
Kansas City, Missouri and Kansas	7,222	6,741	260,097	844,860	—6.7	+225
Balance of Area	2,468	2,203	36,459	129,517	—10.7	+255
Cincinnati Metropolitan Area	11,151	10,090	319,486	875,903	—9.5	+174
Cincinnati	7,006	6,357	230,446	615,558	—9.3	+167
Balance of Area	4,145	3,733	89,040	260,345	—9.9	+192
Houston Metropolitan Area	6,413	7,919	213,998	811,198	+23.5	+279
Houston	5,148	5,799	193,965	691,193	+12.6	+256
Balance of Area	1,265	2,120	20,033	120,005	+67.6	+499
Portland, Oregon Metropolitan Area	7,234	7,348	227,033	768,318	+1.6	+238
Portland	4,800	4,618	183,551	572,128	—3.8	+212
Balance of Area	2,434	2,730	43,482	196,190	+12.2	+351
Seattle Metropolitan Area	8,389	7,834	238,317	749,464	—6.6	+214
Seattle	6,563	5,732	208,537	609,739	—12.7	+192
Balance of Area	1,826	2,102	29,780	139,725	+15.1	+369
Dallas Metropolitan Area	5,217	5,928	188,536	708,545	+13.6	+276
Dallas	4,294	4,660	172,904	625,397	+8.5	+262
Balance of Area	923	1,268	15,632	83,148	+37.4	+432
Atlanta Metropolitan Area	5,954	5,748	203,543	661,026	—3.5	+225
Atlanta	4,137	3,516	172,279	515,188	—15.0	+199
Balance of Area	1,817	2,232	31,264	145,838	+22.8	+366
Providence Metropolitan Area	9,307	8,940	250,751	647,814	—4.0	+158
Providence	4,010	3,823	131,847	325,027	—4.7	+146
Balance of Area	5,297	5,117	118,904	322,787	—3.4	+172
Indianapolis Metropolitan Area	5,790	5,233	197,234	624,219	—9.6	+216
Indianapolis	5,208	4,595	188,553	583,072	—11.8	+209
Balance of Area	582	638	8,681	41,147	+9.6	+374
Denver Metropolitan Area	5,725	5,402	195,932	592,281	—5.6	+202
Denver	4,706	4,206	177,963	508,039	—10.6	+186
Balance of Area	1,019	1,196	17,969	84,242	+17.4	+369
New Orleans Metropolitan Area	7,468	7,646	167,027	546,504	+2.4	+227
New Orleans	6,673	6,608	157,062	502,030	—1.0	+220
Balance of Area	795	1,038	9.965	44.474	+30.6	+346
Louisville Metropolitan Area	5,639	5,676	152,668	515,949	+0.6	+238
Louisville	4,143	4,036	131,004	410,199	—2.6	+213
Balance of Area	795	1,038	9,965	44,474	+30.6	+346
Columbus, Ohio, Metropolitan Area	4,933	4.654	172.974	505,002	—5.7	+192
Columbus	4,233	3,932	159,167	458,960	—7.1	+188
Balance of Area	700	722	13,807	46,042	+3.1	+234
Rochester Metropolitan Area	5,900	5,449	190.675	489,295	—7.6	+157
Rochester	4,856	4,265	169,967	408,441	—12.2	+140
Balance of Area	1,044	1,184	20,708	80,854	+13.4	+290
Memphis Metropolitan Area	3,897	4,117	140,595	475,752	+5.6	+238
Memphis	3,363	3,528	135,486	452,457	+4.9	+234
Balance of Area	534	589	5,109	23,295	+10.3	+356
Toledo Metropolitan Area	4,212	4,178	144,008	445,273	—0.8	+209
Toledo	3,549	3,400	131,629	395,870	—4.2	+201
Balance of Area	663	778	12,379	49,403	+17.3	+299
Birmingham Metropolitan Area	3,899	5,152	123,953	439,163	+32.1	+254
Birmingham	2,651	3,078	100,136	340,053	+16.1	+240
Balance of Area	1,248	2,074	23,817	99,110	+66.2	+316

These areas consist of a county or group of counties representing an integrated economic unit. Except in New England where towns commonly represent the basic geographic unit, only complete counties and independent cities are used. An example is provided by the Washington, D. C., metropolitan area which consists of the District of Columbia, Montgomery and Prince Georges Counties, Md., Fairfax and Arlington Counties, Va., and the independent cities of Alexandria and Falls Church, Va.

The San Antonio Metropolitan Area is excluded from this table because annexation of parts of Bexar County by the city of San Antonio since 1939 makes comparisons difficult.

PUBLIC ISSUES

Yale Journal Urges New Plan

A REQUIREMENT that broadcasters report—and prove—that they have allotted a "reasonable" amount of time to controversial issues and have handled such presentations fairly is suggested in a recent issue of the *Yale Law Journal.*

Writing on "The Mayflower Decision Scuttled," John G. Burnett of New Haven suggests that "a more effective plan" of enforcing the Mayflower Decision's "fairness" rule might be evolved along these lines:

First, the FCC could require all applicants for license renewal to make and substantiate an affirmative claim that they have allotted a reasonable amount of time to discussion of controversial issues, and that such discussion has, in the overall, been presented in a fair and representative manner.

Second, in line with this suggestion, the Commission could specifically require all such applicants to enumerate and summarize all partisan expressions emanating from their stations, wether formally tagged "opinion" or not.

Finally, if more direct measures prove necessary the Commission might establish a permanent impartial body to analyze the contents of broadcast programs on a random sampling basis. The purpose would not be to evaluate the ideas expressed, but rather to earmark partisan expressions and make an initial determination as to whether the requirements of representative presentation are being met.

Mr. Burnett is author of an article, published in the June 1949 issue of the *Yale Law Journal*, upholding FCC's right to issue its anti-giveaway rules, which are now in state of suspension pending outcome of current litigation.

ONE broadcast by Henry J. Taylor, commentator on ABC, drew 11,300 requests from listeners for copies of script, network reports. Of these, 10,900 asked to have their names placed on permanent mailing list.

KTOP AUCTION

For Underprivileged Children

UNDERPRIVILEGED children in Topeka, Kan., received a big helping hand from Mutual affiliate KTOP when the outlet's *Auction on the* Air enabled the Topeka Kiwanis Club to raise $1,300 for the charitable cause.

Donating their time, two veteran auctioneers, Charles and Ken Crews, auctioned off on the air hundreds of new merchandise items to high bidders who called in their bids via telephone. Six phones, installed in the office, were manned by members of the Kiwanis auxiliary, "The Kiwanitas."

During Auction on the Air, *Auctioneer Crews (l) describes the next piece of merchandise, held by Mr. Axton.*

* * *

KTOP reported that many of the merchant-donated items were sold at prices well above the retail price during the eight-hour series. When KTOP offered five 15-minute segments of time on the last broadcast, a local cleaner was top bidder with $80. In excess of 1,000 telephone calls poured in during the broadcasts, Bailey Axton, KTOP general manager, reported.

NEW automobile radio aerial, patterned after TV antenna, contributes greater distance and clearer station reception and increased volume to car radios, Trio Products, Franklin, Mich., manufacturer, claims.

The stars of today and tomorrow are

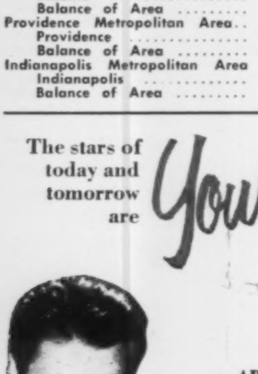
Yours for more Sales

... with the *new era* in

Thesaurus

ARTIE SHAW AND HIS ORCHESTRA

"Spotlight on Shaw"



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

P & G Tops

(*Continued from page 19*)

was down slightly, grossing $16,785,941 in the first three months of 1950, compared with $17,003,602 in the like period of 1949.

ABC and MBS both showed losses for March and the first quarter of 1950 in comparison with a year ago. ABC grossed $3,447,451 this March; $4,238,845 in March 1949. For the quarter, ABC grossed $10,184,501 in 1950; $12,152,424 in 1949. MBS gross for March 1950 was $1,410,683; for March 1949 it was $1,775,790. For the first quarter of 1950, MBS gross was $4,490,974; for that period of 1949 the MBS gross was $5,329,172.

TABLE III

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN MARCH 1950

Agriculture & Farming	Allis-Chalmers Mfg. Corp.	33,198
Apparel, Footwear & Access.	Frank H. Lee Co.	43,680
Automotive, Automotive Equip. & Access.	Electric Auto-Lite Co.	95,265
Aviation, Aviation Equip. & Access.	....	....
Beer, Wine & Liquor	Pabst Brewing Co.	78,285
Bldg. Mat., Equip. & Fixtures	Johns-Manville Corp.	109,957
Confectionery & Soft Drinks	Coca-Cola Co.	175,307
Consumer Services	Electric Co.s Adv. Program	67,632
Drugs & Remedies	Miles Labs	754,801
Entertainment & Amusements	....	....
Food & Food Products	General Foods Corp.	657,309
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	92,896
Horticulture	Ferry Morse Seed Co.	23,488
Household Equip. & Supplies	Seeman Bros. Inc.	51,896
Household Furnishings	Armstrong Cork Co.	35,024
Industrial Materials	U. S. Steel Corp.	108,210
Insurance	Prudential Insurance Co. of Amer.	122,245
Jewelry, Optical Goods & Cameras	Bruner-Ritter Co.	63,168
Office Equip., Writing Supplies, Stationery & Access.	Hall Brothers Inc.	84,165
Political	Roosevelt for Governor Hdqrs.	588
Publishing & Media	Doubleday & Co. Inc.	48,590
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Radio Corp. of America	82,995
Retail Stores & Direct Mail	Dr. Hiss Shoes Inc.	1,728
Smoking Materials	Liggett & Myers Tob. Co.	508,231
Soaps, Polishes & Cleansers	Procter & Gamble	729,814
Sporting Goods & Toys	....	....
Toiletries & Toilet Goods	Procter & Gamble	440,555
Transportation, Travel & Resorts	Assn. of American Railroads	66,228
Miscellaneous	American Fed. of Labor	116,880

TRAFFICKING

Argument Set June 19

ORAL ARGUMENT on FCC's proposed new rules against "trafficking in frequencies" was scheduled by the Commission for June 19.

The proposed regulations, announced early this year, would require automatic forfeiture of the construction permit for any station which is sold before program tests commence [BROADCASTING, Jan. 16].

Only exceptions to the forfeiture requirement would be (1) so-called "pro forma" transfers and assignments which do not affect control, and (2) transfer of an AM (or FM) grant along with an FM (or AM) license by the same owner.

WTUX Petition

WTUX Wilmington, Del., petitioned FCC last week to reopen the record in the investigation of its horse race programming to show that the station has discontinued broadcasting of all racing information. Case is pending final decision after an FCC examiner recommended renewal of license despite finding that while programs questioned were not designed to aid illegal gambling they were "subverted to that end" [BROADCASTING, Dec. 26, 1949; Jan. 2].

Open Mike

(*Letters are welcomed. The editors reserve the right to use only the most pertinent portions.*)

Back in Contact

EDITOR, BROADCASTING:

. . . Since the article [On All Accounts, May 1] appeared in your magazine, I've heard from old friends in radio business with whom I have been out of contact for many years. . . .

Bromley House
Vice President
Gregory & House Inc.
Cleveland, Ohio

* * *

Cites IER Awards

EDITOR, BROADCASTING:

Thanks very much for including us in your list of Institute for Education by Radio awards for *Take It From Here: The New England Story*, broadcast over station WHDH. I wonder if you knew that we also produced *We Human Beings*, a first award winner for programs dealing with personal and social problems, broadcast over station WCOP. . . .

Parker Wheatley, Director
Lowell Institute Cooperative Bcstg. Council
Boston

* * *

Bartlett and BBC

EDITOR, BROADCASTING:

I should like to call your attention to some misstatements in your editorial titled "John's Other Bull" [BROADCASTING, May 8].

The "Study of International Broadcasting" offered by Syracuse U. as a part of its travel study section in University College is not under BBC auspices.

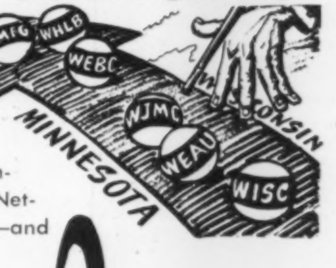
I developed the idea and invited Mr. Slate to help with the tour. I asked for his help. I asked the BBC for permission to visit their studios and talk with their personnel. In my judgment, it is unfortunate for your editorial writer to assume that BBC was doing anything more. . . .

As one who has spent about 20 years objectively observing American radio and who believes in the American system, I am somewhat surprised that one of the leading trade journals would, without inquiry or investigation, make charges that are utterly unfounded. This is not a time to add even one small log to the international fire.

Kenneth G. Bartlett
Director, Radio-TV Center
Syracuse U.

[EDITOR'S NOTE: Pleased to know BBC didn't inspire proposed junket, which we understand now has been "postponed" because of inadequate response. We have always admired Dr. Bartlett and his early recognition of the radio media. We feel, however, that he fell for one on this occasion and that his own correspondence indicated that BBC, even if it hadn't inspired project, certainly was not averse to it. We agree this is no time to add "even one small log to the international fire" but we feel as strongly as ever that Britain should keep it's government radio philosophy within its own domains.]

YOU CAN CALL YOUR SHOTS
ON THE
ARROWHEAD NETWORK



To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

for 200,000 Baseball Fans

Never before have baseball fans of Spartanburg and the Piedmont been treated to such a baseball line-up. WORD-WDXY present a double header every day to Carolina listeners whose chief relaxation is baseball.

'Peaches' Games

As in past seasons (it's a dialing habit) WORD-WDXY broadcast every game played by the Spartanburg Peaches (Tri-State League). It's live play-by-play at home and away, every night.

Major League Ball

Big League baseball comes to Spartanburg every afternoon through the Liberty Broadcasting System and WORD-WDXY, featuring the old Scotchman, Gordon McLendon.

"The Sports Stations of the Piedmont"

ABC

WDXY-FM • DUPLICATION

WORD

SERVING THE HEART OF THE PIEDMONT

SPARTANBURG

• See HOLLINGBERY

Management

WALT GAINES, formerly of WCPM Middlesboro, Ky., named station manager of WVMI Biloxi, Miss.

AMON CARTER, president of WBAP Fort Worth, Tex., and **HAROLD HOUGH**, station's director, served as honorary chairman and publicity committee chairman, respectively, of Colonial National Invitation Golf Tournament in Ft. Worth May 24-28.

JACK PARKER, formerly of KCRG Cedar Rapids, Iowa, appointed director of station operations of Saginaw Broadcasting Corp., operator of WSAM-AM-FM Saginaw, Mich., and WLEW Bad Axe, Mich. Mr. Parker was incorrectly identified as director of station operations for KCRG Cedar Rapids, Iowa, in MANAGEMENT, May 29.

WILLIAM R. McANDREW, general manager of WRC-AM-FM and WNBW (TV) Washington, has received award for stations' "outstanding service in the entertainment of hospitalized veterans," from Veterans of Foreign Wars.

HARRY K. RENFRO, executive assistant to general manager of KXOK St. Louis, named member of Missouri Peace Officers Assn.

WDRC Hartford, Conn., has received letter from Paul G. Carney, supervisor of New England census, commending station for its "excellent cooperation" during census.

send me

BROADCASTING
TELECASTING

ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
Nat'l. Press Bldg., Washington 4, D.C.

AAW JUNE MEET

Highlights Radio Feature

RADIO viewpoint will be a highlight of the Advertising Assn. of the West annual convention to be held June 25-29 at the Ambassador Hotel in Los Angeles. The convention is expected to be the largest in AAW's history.

Sharing a two-session "Court of Advertising at Work" with other media spokesmen, radio members will take part in a review of case histories of current advertising successes. A total of eight successes will be outlined, four at each session, with each medium represented. Speakers have not yet been selected for presentations. Harold J. Meriless, senior vice president of AAW, will moderate.

Featured speakers at the convention already selected include Don Belding, chairman of the executive committee, Foote, Cone & Belding; Paul G. Hoffman, ECA administrator; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Samuel C. Gale, chairman, Advertising Council, and vice president and advertising manager, General Mills Corp.; Herbert H. Kirschner, AAW president.

Taking part in a television panel, entitled "What, Where, When and How," are these Los Angeles TV station executives: Charles Glett, vice president in charge of Don Lee TV (KTSL); Thomas B. McFadden, manager, KNBH; Klaus Landsberg, vice president, Paramount Television Productions, and manager, KTLA; Richard A. Moore, assistant general manager and director of television operations for ABC Western Division; Haan J. Tyler, manager, KFI-TV; Harrison Dunham, general manager, KTTV; Don Fedderson, general manager, KLAC-AM-FM-TV. Martha Gaston Bigelow, account executive, KFOX Long Beach, Calif., will be moderator.

Another feature of the five day session will be the presentation of the Radio Advertising Award for Vancouver Trophy for the best commercial programs and spot announcements.

Hauser's Luck

IF the luck of Carroll R. Hauser, owner-manager of KHUM Eureka (Calif.), ABC affiliate, holds out, he won't have to worry about where his next vacation is coming from. Recently Mr. Hauser won a week's vacation for two at Los Vegas as second prize in an ABC-*Richfield Reporter* promotion contest. And last year he and his family enjoyed a Caribbean cruise as first prize in an ABC-General Mills contest. He's now looking forward to next year's vacation.

COOK'S TOUR of the Esskay (meat products) plant in Baltimore gives Kitty Dierken (2d l) of WAAM (TV) that city, and Susan Kent (3d l), WFBR same city, TV and radio "cooks" respectively, an inside view of William Schluderberg-T. J. Kurdle Co.'s operations. Miss Dierken conducts WAAM's *Kitty Dierken Shops for You* for which firm has contracted four participations weekly. Miss Kent succeeds Martha Ross Temple as chief cook on Esskay's WFBR program, *It's Fun to Cook*. With them at the plant are Bob Walsh (l), radio and television director, and Henry Erck, vice president, Van Sant, Dugdale & Co., Baltimore (Esskay's agency).

MRS. AMERICA

Most Contracts Complete

RADIO and TV stations will conduct most of the elimination events in the 1950 Mrs. America contest slated for Sept. 10 at Asbury Park, N. J., according to Mrs. America Inc., sponsor of the event.

Radio franchises purchased direct from Mrs. America Inc. include: KSJO San Jose, Calif.; KVOC Casper, Wyo.; KTRM Beaumont, Tex.; KCLO Leavenworth, Kan.; KLVC Little Rock; KXAR Hope, Ark.; WLAQ Rome, Ga.; WEAR Pensacola, Fla.; and WLIZ Bridgeport, Conn. Judging is based one half on contestant's beauty and the other half on homemaking talent.

Elimination TV franchises are being handled by World Video Inc. which reports the signing of WCAU-TV Philadelphia, WEWS (TV) Cleveland and KSL-TV Salt Lake City. TV stations in New York City reportedly are bidding for Greater New York and New Jersey State eliminations franchises, and other video outlets also are being lined up by World. Last year, WJZ-TV New York sponsored the Greater New York contests and ABC-TV telecast the grand finals from Asbury Park.

Re-elect Alice Mooney

ALICE L. MOONEY of Lawrence Everling Inc. was re-elected president of the Philadelphia Club of Advertising Women at its annual business meeting on May 25 at the Poor Richard Club. Other officers elected were: Jerrie C. Rosenberg, Lavensor Bureau, first vice president; Anne LaMott, Ford Bros., second vice president; Gladys Mornan, S. E. Roberts Inc., treasurer; Marie Kerrigan, A. Pomerantz & Co., recording secretary, and Mary Beitler Whitemore, Accurate Addressing Co., corresponding secretary.

FARM radio scholarship of $1,000 offered by WMT Cedar Rapids to outstanding student at Iowa State College, Ames, awarded to M. Leon Kline.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Workers' Earnings Up

AVERAGE weekly earnings of America's 11.6 million production workers reached a record high of $56.89 in mid-April, according to preliminary estimates released May 25 by the Dept. of Labor's Bureau of Labor Statistics. Average weekly hours in durable goods industries rose to 40.8 and weekly earnings increased to a record high of $61.04. The length of the workweek rose generally in the machinery manufacturing industries during April although some reductions were reported in the radio and television industries. Weekly earnings in nondurable goods industries dropped to $52.24 while weekly hours declined to 38.5 in April, according to the report.

FISHER RESIGNS

To Leave NBC Post in July

STERLING W. FISHER, manager of public affairs and education for NBC, will resign from the network sometime in July to take charge of the Japanese edition of the *Reader's Digest*.

Mr. Fisher

Mr. Fisher, long active in education and journalism, was Far Eastern editor of of the *New York Times* and taught English at Kwansei U. in Japan for eight years. He joined CBS as director of education and radio talks in 1937 and in 1942 went with NBC as assistant to the network's public service counselor.

Mrs. Fisher and their son will accompany Mr. Fisher to Japan.

Canadian Probe

A COMMISSION has been appointed by the Canadian Dept. of Labor, Ottawa, to investigate and report on a number of offenses alleged to have been committed by Press News Ltd., Toronto, and its general manager, Charles B. Edwards. Appointment of the commission was made following application of the American Newspaper Guild, recently appointed bargaining agent for the editorial employes of PN, which supplies news to Canadian radio stations.

Because
WE SELL—
We're
65% SOLD!
WGRD
GRAND RAPIDS, MICH.

FORT INDUSTRY

Executives Hold Meeting

STATION operations, in both AM and TV, were discussed at the regular semi-annual meeting of executives of The Fort Industry Co., held at Key Largo Anglers' Club, Key Largo, Fla., a fortnight ago. Group convened May 14 at the Indian Creek, Fla., home of George B. Storer, company president, and proceeded to Key Largo.

Business sessions were held each morning of the three day meeting. In addition to operational factors, stations' heads reviewed advertising, sales, promotion and programming problems. Meetings were presided over by Lee B. Wailes, vice president in charge of operations. An annual stockholders meeting re-elected Messrs. Storer, Wailes, J. Harold Ryan, senior vice president and treasurer, and John B. Poole, company counsel, as directors. James E. Bailey, vice president, WAGA-AM-TV Atlanta; Richard E. Jones, vice president, WJBK-AM-TV Detroit, and Allen L. Haid, vice president, WMMN Fairmont, W. Va., were added to the board of directors for the coming year. They replaced E. Y. Flanigan, vice president, WSPD-AM-TV Toledo, Ohio; William E. Rine, vice president, WWVA Wheeling, W. Va., and Stanton P. Kettler, vice president, WGBS Miami, Fla.

Also attending sessions were Glenn G. Boundy, chief engineer, Birmingham, Mich.; G. W. Harker, vice president and national sales director, New York; H. A. Steensen, assistant treasurer and comptroller, Toledo; J. Robert Kerns, vice president, WLOK Lima, Ohio; George B. Storer Jr., managing director, WAGA-TV Atlanta; L. C. McAskill, general manager, Miami Beach *Florida Sun*, and C. M. Dailey, general manager, Coral Gables *Riviera Times*.

SCHOOL PROGRAMS

NBC Offers Recorded Series

NBC, in conjunction with the State of Minnesota's Dept. of Education, will make available to schools throughout the country tape-recordings of public service programs at no charge.

The network's public service program, which will be tape recorded by the Minnesota department are: *University of Chicago Round Table, American Forum of the Air, Living—1950,* and the UN documentary, *America United.* In order to receive these programs, school officials will have to mail a blank reel of magnetic sound tape to the Minnesota Dept. of Education. Catalogues of all available programs will be sent to audio-visual supervisors and school administrators.

FIRST of 10 $100 scholarships to Carnegie Institute of Technology established by Pittsburgh Ad Club presented to Charles N. Guttendorf. Scholarship are part of club's education program.

Commercial

WARREN CLARK appointed commercial manager of KGHI Little Rock, Ark., replacing **DON CORBET**, resigned to enter insurance business. **KERMIT RICHARDSON** replaces Mr. Clark as salesman for station.

STUART MacHARRIE joins WDOK Cleveland as sales manager. He has been in New York sales office of WLW Cincinnati for past five years. For two years prior to that he was with WJZ New York and ABC Spot Sales, same city. In his new capacity he will be responsible for both local and national sales.

Mr. MacHarrie

INDEPENDENT METROPOLITAN SALES appointed exclusive national representative of Metropolitan Network consisting of: WARL Arlington, Va.; WBCC Bethesda-Chevy Chase, Md.; WFAX Falls Church, Va.; WGAY Silver Spring, Md., and WPIK Alexandria, Va.

JACK CAHILL, formerly president of W. F. Coleman Co., publishers' representative, opens **Jno. J. Cahill & Assoc.,** San Francisco, to specialize in TV station representation. Headquarters are in Russ Bldg. Telephone: Sutter 1-6072.

RUSS McELWEE, formerly on staff of WCRS Greenwood, joins sales staff of WIS Columbia, S. C. **BILL BOCHMAN**, formerly manager of WCOS and WKIX Columbia, also joins WIS sales staff.

R. L. McQUAGE appointed commercial manager of WOBS Jacksonville, Fla.

WXGI Richmond, Va., appoints **Independent Metropolitan Sales** as its national representative.

HAL WALLACE, formerly with KSFA Nacogdoches, Tex., and KEBE Jacksonville, Tex., joins sales staff of KNUZ Houston, Tex.

Herbert B. Hauser

HERBERT B. HAUSER, 58, research statistician for Lennen & Mitchell, New York, for the past 13 years, died May 28 of a heart ailment at his home in Jamaica, N. Y. Surviving are his widow, Mary Flynn Hauser, director of co-op sales for MBS; three daughters and two sons.

NRP
Picture Albums-Programs
PRINTED PROMOTION
SPECIAL FEATURES
We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.
If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.
Wire, call or write
Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager
National Radio Personalities
100 WALNUT STREET
PEORIA, ILLINOIS
Telephone 6-4607

NEWS EDITORS

Kent U. Meet Set

SECOND annual Conference for Radio News Editors will be held June 17 at Kent U., Kent, Ohio, under auspices of the university. Agenda for the conference was announced last week by Carleton J. Smyth, of the Kent School of Journalism.

Opening the program will be Arthur C. Stringer, NAB special services director, who will discuss progress of legislation giving radio newsmen right to protect news sources. Robert Rogers, of Akron, will discuss basic newsroom needs and Gene Ragle, program director of WCLT Newark, Ohio, will speak on smaller city coverage. Winding up the morning session will be a talk on larger city coverage by Don Brice, program director of WKBN Youngstown, Ohio.

Luncheon Talk

At the noon luncheon Bill Crooks, WFMJ Youngstown, president of the Ohio Assn. of Radio News Editors, will preside. Speaker will be Don De Groot, WWJ Detroit public affairs director, with the topic, "Public Affairs Programming."

Charles Starrett, radio head of the Red Cross, will speak in the afternoon on disaster coverage. Richard Oberlin, WHAS Louisville, and Floyd Weidman, WEWS (TV) Cleveland, will discuss TV news. A panel, "What News Should Do for Sponsor, Station and Listener," will feature Verne Nolte, WHIZ Zanesville, Ohio, and Robert Dailey, McCann-Erickson, along with a "critical listener." Evening banquet will be held at the Mayflower Hotel, Akron, with Robert T. Mason, WMRN Marion, Ohio, as toastmaster. Speaker will be Elmer Davis, ABC commentator.

Kent is located 10 miles east of Akron. All sessions except luncheon and dinner will be held on the campus in McGilvrey Hall. Conference director is Charles Day, WGAR Cleveland.

"We have a

17.1 Rating

and the Sponsor

is very Happy"

says Si Goldman

station **WJTN**

Jamestown, N. Y.

YOU *can do as well*

with **"THE**

FIGHT

of the

WEEK"

every Monday night at

10 P.M.

available on local

sponsorship plan at a

very low cost to station

phone-wire-or write

Jack Rensel, *General Manager*

sports broadcast network

2212 Walnut Street, Phila. 3, Penna.

LOcust 4-4383

Record Law

LEGISLATION prohibiting importation or transportation of "obscene or lewd" records in interstate commerce, under penalty of violation of the U. S. Code, has been signed into law by President Truman. The bill (S 2811), which Congress approved last month, was strongly endorsed by the Justice Dept. and other law-enforcement agencies, and subjects phonograph records to same restrictions now governing motion picture film, pictures and pamphlets. President Truman signed the measure May 27.

ROBERT (Red) SCHMIDT joins staff of WRFD Worthington, Ohio, as associate farm service director.

WILLIAM G. PORTER, previously newsman at WPTR Albany, N. Y., joins WTAG-AM-FM Worcester, Mass., as member of news staff. He is graduate of NBC-Northwestern Summer Radio Institute, and formerly was associated with WSNY and WGY Schenectady.

DICK KEPLINGER, Seattle freelancer, starts 6 p.m. *Dinner Time Edition of the News* on KJR Seattle. He continues shows on KXA and KOMO, also Seattle.

STEPHEN FENTRISS, writer for WGN-TV Chicago *Newsreel* and graduate student at Northwestern U., has received annual Harrington Memorial award at Medill School of Journalism for outstanding work in radio and television.

ERNST W. GREUP, director of news and program director of WDUK Durham, N. C., resigns to attend Stanford-NBC Summer Institute. He formerly was associated with WKRT-AM-FM Cortland, N. Y., as assistant manager and news director.

ELMER DAVIS, ABC commentator (Mon. through Fri., 7:15 p.m. EDT), presented Bill of Rights Award of American Veterans Committee for press-radio wing because "during 1949 he saw with clarity and reported with vigor the ever-increasing threats to our fundamental freedoms. . . ."

BOB TRUERE, news director for WCSC Charleston, S. C., and Barbara Lerner have announced their marriage.

HARRY CAMPBELL, farm director at WBBM Chicago, is the father of a girl, born May 24.

Taped Evidence

TAPE recording of an actual arrest was played back in a Yreka, Calif., court recently as the defendant sat by and heard himself condemned by his own behavior. Violator was cited by highway patrol for faulty driving and drinking. A KSYC Yreka tape machine, set up to obtain material for a traffic safety broadcast, recorded the incident. Judge W. B. Seymour ordered the transcription played to acquaint the court with events of the case and show the defendant the error of his ways. The recording offered its own confirmation when compared with previous testimony, the judge noted.

NARND SESSION

'Sell' Newsroom—Shelley

RADIO NEWSMEN should tell "much more often and effectively" what product a professional newsroom can offer to "build and hold audiences, win good will, and increase prestige for stations," Jack Shelley, president of the National Assn. of Radio News Directors and WHO Des Moines news manager, told the Nebraska Assn. of Radio News Directors May 27.

He said it is imperative that radio newsmen "sell 'em as well as tell 'em" to meet the challenge of a critical period for the broadcast news profession. Mr. Shelley noted increased media competition heightened by television's growth and felt newsmen can make a "mighty realtistic argument that radio news presented and prepared in professional fashion . . . pays off"—a theme he said will be explored at NARND's annual convention in Chicago Nov. 16-18. Mr. Shelley also urged establishment of an NARND research bureau to document effectiveness of radio news compared to other media.

CBS-MGM Settlement

DIFFERENCES over motion picture credit on network programs settled by CBS and MGM, allowing studio's talent to resume on network shows. Discord arose nine weeks ago when CBS offered such credit at conclusion of *Suspense* rather than during program. As a result, Actors Cary Grant and Betsy Drake subsequently were yanked from CBS *Lux Theatre*. The ban was lifted after conferences among Harry Ackerman, CBS vice president; Louis K. Sidney, MGM vice president, and Les Peterson, film studio director of radio.

SAN FRANCISCO Music Assn. presented certificate of merit to NBC and KNBC that city for "their contribution to culture in bringing Arturo Toscanini and NBC Symphony to American listeners since 1937."

WNBH TO BUILD

AM-FM Operations Center

CONSTRUCTION will start soon on a new radio center to house present AM and FM facilities of WNBH and WFMR (FM) New Bedford, Mass., which will allow for future TV expansion, according to Basil Brewer, vice president and treasurer, E. Anthony & Sons Inc., stations owner.

The one-story building, which is located in the center of the city's business section, will be modified and a second story added. Offices and studios will occupy the entire second floor—an area more than double the present space. Facilities will be available for three studios, recording studio, newsroom, music library, lobby and viewing space for visitors. Space adjacent to the building has been purchased for eventual TV facilities.

Exterior of the building, Mr. Brewer said, will be made of white cement stucco, black granite, heavy extruded aluminum and plate glass, and an aluminum canopy overhanging the sidewalk. WNBH took the air in May 1921 and WFMR, its FM affiliate, began operations December 1946. Both stations are managed by James M. Patt.

RIVER BOAT TRIP

KWEI Covers Adventure

COVERAGE of what it claims to be the first boat trip down the wild and tortuous Snake River's Hell's Canyon bordering Idaho and Oregon has been arranged by KWEI Weiser, Idaho, according to Don Jones, program director.

Using a specially designed 31-foot boat, Blaine Stubblefield, former Washington correspondent, along with several Weiser businessmen, reporters and newsreel men, will make the trip. Since radio reception and transmission is impossible in the remote wilderness of the more-than-mile-deep gorge, KWEI is sending a tape recorder to capture the adventure in sound, Mr. Jones said.

As a greeting to the people of Lewiston, terminus of the better than 200-mile trip, Mr. Jones prepared a tape recording to be sent by way of Hell's Canyon.

ROY THOMPSON

W
R
T
A

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC **1240 KC**

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

APPEALS COURT Hears Allentown Case Involving FCC

THE U. S. Court of Appeals for the District of Columbia last week heard attorneys for two rival applicants charge—and FCC counsel deny—that the Commission failed to comply with the court's decision in the case.

Attorneys for both Allentown Broadcasting Co. and Easton Publishing Co., competing for 1230 kc with 250 w for almost five years, contended a court decision issued a year ago meant for FCC to decide their case without holding the further hearing which FCC has since scheduled.

But Max Goldman, FCC assistant general counsel, contended the Commission cannot comply with the court's decision—which sent the case back for further findings on relative needs of Allentown and Easton — without further hearing.

FCC's original decision granted the application of Allentown Broadcasting, which is now operating WHOL under that decision pending outcome of the case. On appeal by Easton, the court held that it could not tell, from FCC's findings, why the Commission had concluded that Allentown's need for an additional radio station was greater than Easton's.

Ownership Changes

Attorney Eliot C. Lovett, representing Easton, said FCC had ordered a further hearing "on the excuse" that there had been changes in the ownerships of the corporate applicants. He said the applicants had attempted to bring the record up to date by submitting a stipulation as to changes which occurred after the original 1946 hearing and were willing to stand on the present record, but that FCC insisted upon an entirely new hearing.

Such a procedure, Mr. Lovett claimed, would make it impossible for FCC ever to issue a final decision in any proceeding, because of changes which inevitably occur.

Chief Judge Harold M. Stephens wondered whether this wasn't "a question of administrative convenience" for FCC and Congress to decide.

Mr. Lovett argued that if FCC can use its procedures to get a reaffirmance of its original decisions, there would be little point in going to court except to have Commission decisions upheld. Judge Stephens interjected that the court is not a "rubber stamp" and that such an insinuation is not warranted.

Donald C. Beelar, counsel for Allentown Broadcasting, urged the court to direct FCC to make supplemental findings on the relative needs of Allentown and Easton on the basis of the record as it stands, and to submit a full statement to the court.

He pointed out that in its order for a further hearing the Commission listed all six issues of the 1946 hearing plus two others designed to cover the questions raised by the court's decision.

Mr. Goldman claimed the present hearing record would be relied upon by the Commission insofar as it is not affected by changes in circumstances since the first hearing was held.

When he stressed the importance of a further hearing in light of ownership changes, Judge James M. Proctor observed that he didn't see how a change in corporate structure would necessarily mean a change in program policies. He also said that at the time of the original hearing FCC had argued it had sufficient evidence, but now takes the opposite position.

Mr. Goldman replied that the court has held that the findings themselves are "inadequate."

The case was heard by Judges Stephens, Proctor, and Wilbur K. Miller.

Meanwhile FCC, acting in the same case, ruled that "generally" it will not permit "substantial changes" in the corporate organizations of applicants involved in pending cases where a court has overturned FCC's decision and remanded it for further proceedings.

The ruling was handed down May 24 in an opinion which permitted Allentown Broadcasting Co. to amend its application to show minority stock changes which already have taken place but denied a proposed transfer of control.

To grant a transfer of control, FCC said, would be equivalent to permitting substitution of an entirely new applicant.

FCC's opinion drew a dissent from Comr. Robert F. Jones, who felt the action should not be taken because FCC's decision, to which he dissented, is currently before the court.

OPERATION FLOOD

KSJB Documents Disaster

A COMPLETE documentary program on the Jamestown, N. D., flood has been presented by KSJB that city. Called *Operation Flood of 1950* and produced and narrated by Hal Kennedy, the program contains highlights of reports made by the news staff at the height of the flood.

During the overflow, the staff reported hour by hour progress of the water and aired special announcements, requests for help, warnings to residents and Red Cross messages. When the waters receded, the news and special events department edited and spliced reels of recording tape in a week's time. Actual voices of Red Cross officials, disaster workers and interviews taped earlier as well as descriptions of the water's rise were integrated. Only a week after the program was produced, KSJB reports, a second flood hit the city sending the news staff into emergency operation again.

To bring the picture of Jamestown's floods to the fore, KSJB presented a documentary color film of the rampaging waters to President Truman during the Chief Executive's North Dakota visit on his cross-country tour. Film was made by Chief Engineer Robert Ridgeway and processed in Hollywood.

Technical

PAUL SHAFFER, chief engineer and assistant manager of WNOR Norfolk, Va., resigns. **HOWARD SHEETS,** formerly with WFTL and WGOR (FM) Ft. Lauderdale, Fla., succeeds Mr. Shaffer as chief engineer.

BOB JONES, formerly NBC Hollywood page, named television studio engineer. Until Oct. 15 he will act as vacation relief engineer.

HOWARD ELLIOTT, ROBERT JANNEY, WARREN PHELPS and **RUSSELL RENNAKER** are new broadcast technicians at WGN-TV Chicago.

OSCAR D. SHELLEY, new to radio, joins ABC Hollywood as studio and field engineer.

JOHN CAMPION, transmitter engineer at WDRC Hartford, Conn., and **JEAN CHESLEY,** former secretary for station, have announced their marriage.

FRED CHASSEY, member of engineering staff of WFLN (FM) Philadelphia, is the father of a boy, Fred Jr.

FAIRCHILD RECORDING EQUIPMENT Corp., Whitestone, N. Y., announces control track generator which superimposes high frequency signal on non-synchronous ¼-inch magnetic tape simultaneously with sound track. When played back, track compensates for tape stretch and shrink, maintaining lip-sync between track and film.

HALLICRAFTERS Co. announces that technique of "printing" electronic circuit instead of using wire is now being applied to television receivers for first time through firm's new "dynamic tuner" which uses photographically "printed" circuit.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRC is your best buy! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

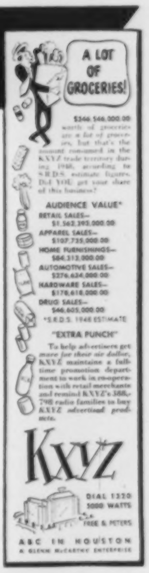
CBS

additional information for buyers of time

Says one agency Vice-President: "When I'm considering any (spot) advertising, I always read the listings and advertising in **Standard Rate & Data** for the markets I'm interested in.

"When I go to client conferences, I take **Standard Rate** with me. It's not unusual for a client to bring up a question about this or that station. I can always turn to **Standard Rate** and, if there's a good ad that gives me a clear picture of the facility, I can give the client good answers."

Many other buyers of spot time tell us they find the station Service-Ads in SRDS making their job of deciding **which stations** easier—Service-Ads like KXYZ's illustrated here.



A LOT OF GROCERIES!

$346,546,000.00

AUDIENCE VALUE*
RETAIL SALES—
$1,562,393,000.00
APPAREL SALES—
$107,735,000.00
HOME FURNISHINGS—
$84,313,000.00
AUTOMOTIVE SALES—
$276,634,000.00
HARDWARE SALES—
$170,618,000.00
DRUG SALES—
$46,605,000.00
*S.R.D.S. 1948 ESTIMATE

"EXTRA PUNCH"

KXYZ
DIAL 1320
5000 WATTS
FREE & PETERS
ABC IN HOUSTON
A GLENN McCARTHY ENTERPRISE

Every month an average of 150 Service-Ads run in SRDS Radio Section

Note to Station Managers: Are you giving buyers of spot time the sort of facts that help them buy? The **"Spot Radio Promotion Handbook"** covers this subject in detail. Copies available from us at $1.

SRDS
STANDARD RATE & DATA SERVICE
RADIO STATIONS

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
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ASCAP HIT

Davis Plans Court Action

PETITION to intervene in the ASCAP consent decree will be filed soon by Kenneth Davis, attorney who has filed monopoly charges against BMI, Mr. Davis told BROADCASTING Thursday.

He said he will file on behalf of an ASCAP independent publisher as well as writers, bring the suit in the U. S. District Court, Southern District of New York. He said he will ask the court to take "movie-owned publishers out of ASCAP" on the ground that "60 to 70% of the take goes to 14 of 300 publishers."

Mr. Davis has asked the Federal Trade Commission to investigate BMI on monopoly charges [BROADCASTING, May 29].

BMI SILENT

Weighs Davis' Charges

EXECUTIVES of Broadcast Music Inc. last week reserved comment on the filing of FCC petition and FTC petitions and threatened suits seeking extinction of BMI [BROADCASTING, May 29].

Although BMI officials were known to be studying the charges of Kenneth Davis, attorney, and considering defensive action, none would comment on developments.

Mr. Davis a fortnight ago petitioned the FCC to issue temporary licenses to stations holding BMI stock and urged the FTC to investigate BMI as a monopoly.

HIFAM RENEWAL

Denied By FCC

EXPERIMENTAL high frequency AM station ("HIFAM") KS2XAP Bloomington, Ind., operated by Sarkes Tarzian, was denied renewal of license by FCC last week.

Given a conditional renewal in mid-April, the outlet was operating on 87.75 mc [TELECASTING, April 24]. FCC then ruled the license would expire June 1 and that the station could not operate when WFBM-TV Indianapolis was telecasting on Channel 6 (82-88 mc).

Mr. Tarzian also operates WTTS and WTTV (TV) Bloomington.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

AT OHIO Assn. of Broadcasters convention in Columbus, Charles W. Shugert (3d l) of Shell Oil Co., New York, gives additional details on his "prosperity program for radio"—theme of his convention address [BROADCASTING, May 29]. L to r: E. Y. Flanigan, WSPD Toledo; Bob Kerns, WLOK Lima; Mr. Shugert; Ralph Baruch, SESAC Inc.; K. K. Hackathorn, WHK Cleveland, and Gerald Boyd, WPAY Portsmouth.

* * *

FEATURED speaker, FCC Comr. Robert F. Jones (3d r), chats with members of the OAB at the Columbus meeting. L to r: Sam Sague, WSRS Cleveland; Carl George, WGAR Cleveland; Vernon A. Nolte, WHIZ Zanesville; Comr. Jones; J. Harold Ryan, v.p. and treasurer, Fort Industry Co., Toledo, and R. W. Ferguson, WTRF Bellaire.

Telecasting Insert →
Pull Out for Filing

'LOBBYING'

House Group Seeks Data

RCA and 165 other American business corporations have been asked to furnish the House Select Committee on Lobbying Activities with itemized accounts of expenditures (since Jan. 1, 1947) designed to "influence policy or public opinion on national issues."

Rep. Frank Buchanan (D-Pa.), chairman of the House group, announced last Thursday he had sent questionnaires to the firms in quest of "reliable information as a guide to use in determining whether the Lobbying Act needs improvement."

The questionnaires, mailed to the president of each company, called for detailed breakdowns on such items as cost of maintaining Washington offices, travel expenses, printed material and advertising "dealing with public issues which might be the subject of federal legislative action," as well as contributions to organizations for attempts to "influence, directly or indirectly," passage or defeat of legislation by Congress.

Others on the Buchanan mailing list include such firms as Coca-Cola Co., Eastman Kodak Co., General Electric Co., International Telephone & Telegraph, Procter & Gamble, Standard Oil Co. (N. J., Calif., Ind.), Swift & Co., Liggett & Myers Tobacco Co., R. J. Reynolds Tobacco Co., Western Electric Co., and Westinghouse Electric Co.

TALENT WAR

First Round Places Marx on NBC

HAVING out-bid CBS for Groucho Marx, NBC is continuing its counter raid for talent. Pressure is being placed on Red Skelton, Edgar Bergen and Dinah Shore for radio and television, plus RCA Victor [BROADCASTING, May 22]. Jimmy Durante, several lesser known names and packages also are on the raiding list.

With $3 million involved, and under an eight-year exclusive capital gains radio-TV contract, the Groucho Marx-John Guedel package *You Bet Your Life* shifts from CBS to NBC in the fall, starting date and time slot to be arranged with the DeSoto Div. of Chrysler Corp., program's sponsor.

Under a contract negotiated by Joseph H. McConnell, NBC president, packagers are to receive $2 million for the first five years. Next three years are on an option basis, bringing the total contract cost to $3 million. Some of the payments are to be spread over a 10-year period as a tax convenience, it was said.

In addition to Mr. Marx as comedian-actor, the contract also calls for services of Mr. Guedel as producer-consultant at stipulated salaries. Between them, they will derive around $7,000 weekly under the arrangement. No definite date has been set for Mr. Marx's television start.

Mr. McConnell's formal announcement of the deal termed it "one of a series of planned acquisitions of top talent and programs to augment NBC's outstanding line-up on radio and television."

The contract was consummated after months of negotiations when bids were opened at a meeting in Beverly Hills Hotel on May 27. Top executives from both NBC and CBS personally entered the negotiations.

Aside from William S. Paley, CBS board chairman, representing that network were Frank Stanton, president; James Steward, vice president in charge of program packages, and Harry Ackerman, vice president in charge of Hollywood originating network and TV programs.

With Mr. McConnell were Sidney N. Strotz, Western Division vice president, and Manie Sacks, RCA Victor-NBC talent executive. Gummo Marx, business manager, and George Gruskin, radio and television executives of William Morris Agency and law firm of Beilensen & Rosenthal, handled negotiations for Messrs. Marx and Guedel.

Currently sponsored on CBS by DeSoto-Plymouth Div. of Chrysler Motors Corp., *You Bet Your Life* was recently renewed for 39 weeks on that network starting in the fall. With the shift in networks following summer hiatus, the sponsor will continue when the show resumes on NBC.

Status of Bob Hope remains unchanged. Although he is reported as "in the bag" by NBC no contract actually has been signed, it is understood. He must first get a release from his current radio commitment, which has three years more to go, from Lever Bros. Meanwhile, the CBS offer still is open.

Roberts Joins SSC&B

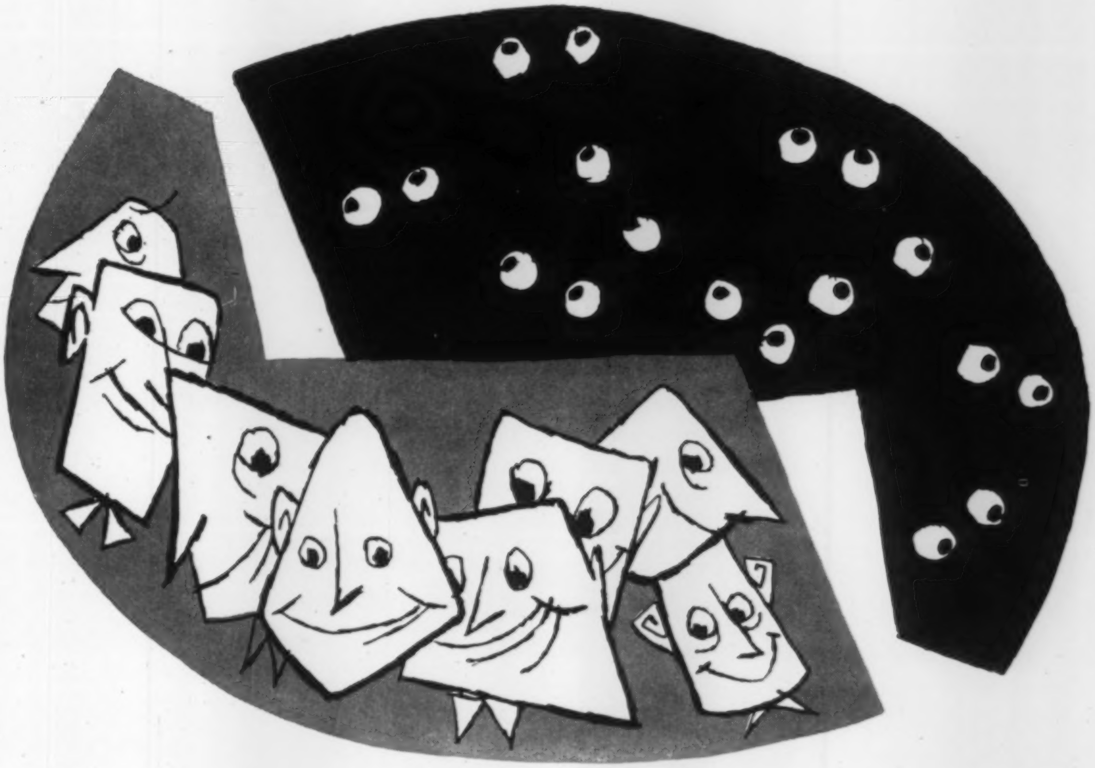
W. DONALD ROBERTS, former western sales manager of CBS, will join Sullivan, Stauffer, Colwell & Bayles, New York, as vice president on July 1. Mr. Roberts will be in charge of new business

JUNE 5, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

In the Dark About Low Budget Television?



See Daylight with Du Mont Daytime Television

Daytime TV is a bright idea. Naturally Du Mont thought of it first. That's why—network or local—Du Mont Daytime Television costs less for time and talent—does more for you. Let us show you actual cases of programs that far, far more than pay their way in direct sales.

TELEVISION DUMONT NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

WOI-TV

Des Moines' only television station

ANNOUNCES THE APPOINTMENT OF

Weed and company

NEW YORK • BOSTON
CHICAGO • ATLANTA • DETROIT
HOLLYWOOD • SAN FRANCISCO

as NATIONAL ADVERTISING REPRESENTATIVES

. . . .

WOI-TV Ames, Iowa Channel 4

a service of Iowa State College of Agriculture and Mechanic Arts

NBC

CBS

American Broadcasting Company

DUMONT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

ational Press Bldg.
ashington 4, D. C.

JUNE 5, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

SET RADIATION

CAA Cites FM Interference; TV Potential

By LARRY CHRISTOPHER

EXCESSIVE oscillator radiation in FM and TV sets is snowballing into an orgy of nightmares for both the radio industry and government because of serious interference problems—particularly conflict with vital non-broadcast services such as air navigation aids.

After considerable study, TELECASTING last week learned:

- That Civil Aeronautics Administrator D. W. Rentzel has asked FCC Chairman Wayne Coy for immediate action to curb FM receiver radiation affecting CAA's new multi-million dollar VHF omni-directional radio range system (VOR), being installed to blanket the U.S.
- FCC and CAA engineers, now in daily contact on the problem, agree that while no case of interference by TV receiver radiation to air navigation aids is known to have occurred to date, conflict does exist potentially for several TV channels under certain conditions.
- "Scare talk" rumors currently circulating that TV sets now are hurting airport operations in several major cities were disclaimed by CAA experts on basis of above facts.
- Prompt voluntary action by manufacturers to solve the overall set radiation problem is expected to be solicited by FCC Chairman Coy when he speaks this Tuesday night to the Radio Mfrs. Assn. (see story page 34), according to informed sources last weekend. Mounting radiation interference between TV sets, termed "insidious" a fortnight ago by FCC Chief Engineer Curtis B. Plummer before Canadian Mfrs. Assn. [TELECASTING, May 29], is expected to be stressed also.
- A ruling that offending FM and TV sets violate FCC rules prohibiting excessive un-licensed radiation of radio energy might be invoked as an absolute last measure, one Commission source indicated, but FCC is counting on voluntary action at the manufacturing or local level [TELECASTING, May 22]. Such a ruling would put every TV receiver in the country "off the air," it was explained.

CAA Administrator Rentzel's letter to Chairman Coy was based in part on what FCC calls the "guinea pig" interference case, that of interference to CAA's Lafayette, Ind., VOR station on 113.5 mc caused by radiation from FM sets tuned to WFMU (FM) Crawfordville, Ind. WFMU operates on Class B Channel 275 (102.9 mc) with effective radiated power of 13 kw.

FCC's engineering department has notified all FM set makers that may have receivers distributed in the area to study the problem, report their findings and indicate what actions will be taken to remedy cases of interference if found. FCC last week said RCA, Zenith and Motorola already have completed checks in Indiana but details were not available on the results.

Flight Check Report

CAA's report said a flight check of the Lafayette VOR station had disclosed "very heavy interference" over an area centering on Crawfordville and having a radius of about six miles. Checks showed, according to CAA, the interference was being caused by "the local oscillators of FM entertainment broadcast receivers whose intermediate frequency is 10.7 mc and whose local oscillator frequency is therefore on or near 113.6 mc."

"Over Crawfordville," the CAA report said, "the desired signal from the Lafayette VOR was measured at approximately 50 uv. With the VOR shut down, interference signal levels up to 80 uv were measured in the band of 113.2 to 113.9 mc."

The report named three types of household FM sets which CAA investigators had checked and claimed were "capable of causing harmful interference to the radio-navigation safety service." These were Montgomery Ward Model 94-HA-1529, RCA Model 8R71 and Bendix Model 95M9U. CAA said this was not a complete list, but merely a list of those examined. The report said more than 500 of the Montgomery Ward sets have been sold in that area.

The investigators' field report, on which CAA's report to FCC was based, stated the WFMU transmitter was checked and no signals in the 112.6 to 114.5 mc band were present in the output. It said 50 uv/m signals were found on 113.5 mc, however, just outside the transmitter building of the FM station and the source was traced to be one of the above-named Montgomery Ward receivers about a mile away. The field report gave further details of set measurements made in the area.

Possible Interference Areas

CAA's report to the Commission said that from lists of all FM broadcast and VOR stations in the U.S. it had prepared a list of possible localities where interference may be expected to exist. The list identified 42 VOR stations, representing about 10% of the total number of omni-range stations throughout the country. Although spot checks must be made, the report indicated possible interference areas within 50 miles of the VOR station were found in one-quarter of the cases and possible interfer-

(Continued on Telecasting p. 13)

NETWORK BUSINESS

PIB Reports for March

SMOKING MATERIALS—cigarettes, tobaccos and lighters—comprised the most heavily advertised TV network class of product in March, according to figures released last week to TELECASTING by Publishers Information Bureau. Figures cover time purchases of advertisers using the TV networks of ABC, CBS and NBC. DuMont TV Network figures are no longer released to PIB.

Automotive products—Cars, tires and accessories—made up the second largest class of TV users of time on the three video networks reporting in March. Food and Food Product advertising ranked third; advertising of Radio, TV sets & Musical Instruments was fourth and Toilet Goods advertising fifth among the video network client classes.

The same five product groups, in the same order, led the list for the first quarter of 1950 as well as for the month of March (see Table I for complete list).

Analysis of the March time purchases of individual advertisers on the three TV networks reporting shows Ford Motor Co. as the leading video network client for the month. R. J. Reynolds Tobacco Co. ranked second, National Dairy Products Co. third, Liggett & Myers Tobacco Co. fourth and RCA fifth. (Top 10 advertisers are listed in Table II.)

Of the three networks, NBC-TV had the largest gross time sales both for the month of March—$1,177,166—and for the quarter—$3,197,562. CBS-TV ranked second with gross time sales of $661,986 in March and $1,827,941 for the first three months of 1950. ABC-TV was third with $347,361 in March and $784,311 for the quarter [BROADCASTING, April 24].

* * *

TABLE I

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR MARCH AND FIRST QUARTER 1950

	March 1950	Jan.-March 1950
Apparel, Footwear & Access.	68,804	109,064
Automotive, Automotive Supplies & Equip.	340,970	920,699
Beer, Wine & Liquor	131,836	358,089
Confectionery & Soft Drinks	49,329	107,100
Consumer Services	17,175	44,175
Drugs & Remedies	21,150	54,990
Food & Food Products	300,013	773,103
Gasoline, Oil & Other Fuels	81,125	244,895
Household Equip.	128,940	393,265
Household Furnishings	167,485	406,572
Jewelry, Optical Goods & Cameras	....	2,696
Publishing & Media	25,780	60,205
Radios, TV Sets, Phonographs, Musical Instruments & Access.	220,734	641,958
Retail Stores & Direct Mail	....	1,631
Smoking Materials	375,156	1,061,570
Soaps, Cleansers & Polishes	26,760	73,665
Toiletries & Toilet Goods	217,105	510,416
Miscellaneous	14,151	45,721
Total	2,186,513	5,809,814

* * *

TABLE II

TEN LEADING TV NETWORK ADVERTISERS IN MARCH

	Gross Time Charges
Ford Motor Co.	$153,968
R. J. Reynolds	119,230
National Dairy Products	100,865
Liggett & Myers	99,005
RCA	88,958
General Motors	77,983
Lever Bros.	75,455
P. Lorillard	67,746
Pabst Brewing	66,971
Mohawk Carpet Mills	66,260

Telefile:

WFBM-TV

Indianapolis' Only TV Outlet Marks a Year of Progress

WFBM-TV crew prepare for the 1949 telecasts of the 500 Mile Race at Indianapolis Motor Speedway. (L to r) Paul Roberts; Dick Pittenger, sportscaster; Kelly Robbins, cameraman; Earl Townsend, sportscaster. Camera is atop the paddock across from the pits.

STARTING GUN for the greatest sporting event in the automotive world, the Indianapolis Motor Speedway 500 Mile Race, was the signal for the initial telecast of WFBM-TV Indianapolis. At 11 a.m. May 30, 1949, 33 cars were lined up at the speedway, where WFBM-TV had placed three of its new TV cameras in readiness for the first telecast in the history of the classic.

WFBM-TV, which telecast the Memorial Day race again this year, is the only television station in Indianapolis, heart of that thriving midwest market. It is under the able direction of a group of veterans in the broadcasting business, Harry Bitner Jr., general manager; William Kiley, commercial manager; Frank Sharp, program director, and Harold Holland, chief engineer. An active promotion department gives TV sponsors an assist in newspaper advertising, publicity releases and on-the-air promotion.

A great deal of planning and preparation preceded the station's first show. With foresight WFBM Inc., in 1944, instigated a training and construction program to make sure that station personnel would have the know-how to handle TV when it came to Indianapolis. After TV equipment was installed, demonstrations were presented at the Indiana State Fair, the Indianapolis Home Show and for many television distributor and dealer organizations. When the time arrived for commercial telecasting, this pre-training paid dividends.

WFBM-TV's present studio is 22 feet by 30 feet and during the first year of operation many studio shows have been produced. Three image orthicon cameras are used by the station, each constructed so that it can be utilized as a portable unit for remote pickups. Projection room equipment includes a shadow box and image orthicon pickup, a Projectal and two 16mm projection units with iconoscope film camera.

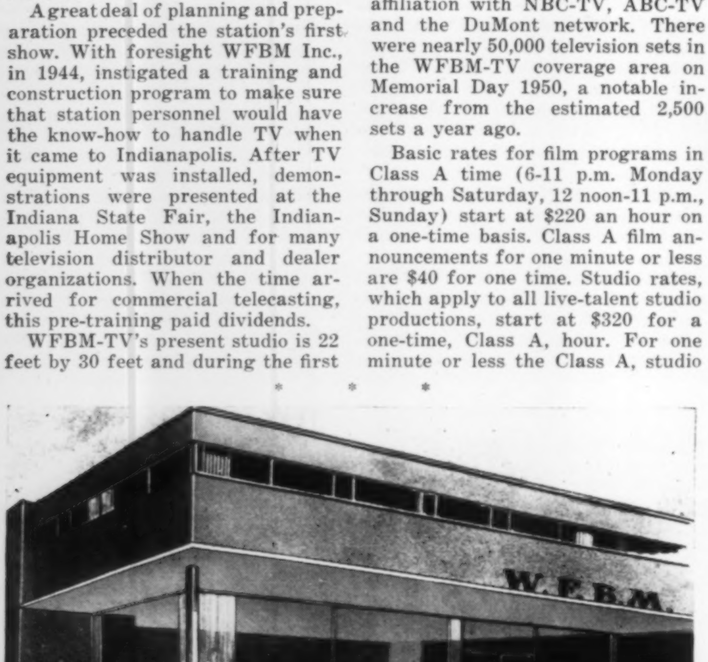
Assigned channel 6 (82-88 mc), the station operates with 28.2 kw visual power and 18.1 kw aural. The antenna, 468 feet above street level, is actually the highest point in Indiana. A wide "horizon limit" of TV service is thus provided this rich area.

* * *

IN one year of operation the station has jumped from 18 to over 30 hours of telecasting per week, although it is usually dark on Mondays, except when there is a home game of the "Indians" baseball team. The station is a basic affiliate of CBS-TV, with a secondary affiliation with NBC-TV, ABC-TV and the DuMont network. There were nearly 50,000 television sets in the WFBM-TV coverage area on Memorial Day 1950, a notable increase from the estimated 2,500 sets a year ago.

Basic rates for film programs in Class A time (6-11 p.m. Monday through Saturday, 12 noon-11 p.m., Sunday) start at $220 an hour on a one-time basis. Class A film announcements for one minute or less are $40 for one time. Studio rates, which apply to all live-talent studio productions, start at $320 for a one-time, Class A, hour. For one minute or less the Class A, studio rate is $56.

* * *



* * *

WFBM-TV, with its sister AM operation, will occupy this new building upon its completion by the end of this year.

First studio show presentation was *Test the Press*, a weekly quiz program featuring a panel of three members of the press, selected by the viewers. Gilbert Forbes, station's news editor, is moderator of the show. A chance for the home audience to win a prize is provided by correctly identifying a person shown on a film clip. The prize, a pound of bacon given by Stark & Wetzel Meat Packers, Indianapolis, sponsor of the program, goes to those who mail the first 50 correct answers to the station. One show in November pulled 1,194 cards and letters, the largest mail count to date for a single program on the station.

Mr. BITNER

The Indiana Fur Co., sponsor of the film presentation *Paradise Island*, uses live models to show furs, coats, suits, etc. An effective means of giving the impression of a single unit show was devised by use of a backdrop which matches a predominant background in the film. A switch to the studio is made for the commercial and the models appear to be a part of the film show.

Try It, a program packed with ideas on how to make things, play projects, and hiking and camping suggestions, offers the small fry audience entertainment as well as instruction. It is presented by Herb Sweet, whose syndicated column of the same name appears in 60 newspapers throughout the country.

Outstanding sports event for the Hoosier is the Indiana High School Basketball Tournament. This year 766 teams competed for the title of state champion. Early games and finals are held in the Butler U. fieldhouse, which seats 14,700. Requests for tickets always exceed 250,000. Thanks to WFBM-TV, this year for the first time thousands of Hoosiers were able to see the event. Indicative of the great interest in the games was the sale of 15,000 TV sets in the two months prior to the tourney telecasts. Games were sponsored by RCA Victor distributors and dealers.

* * *

FOLLOWING the 1949 Speedway race, WFBM-TV began telecasting the Indianapolis Indians games sponsored by RCA Victor and Stark & Wetzel Meat Packers. During the first baseball season the cameras were atop the grandstand, but this year they have been moved down to eye level. One of the two cameras used is equipped with a Zoomar lens.

Improvements for telecasting the 500-mile race this year included the use of a new 40-inch lens, the Reflectar. The lens is the invention of Dr. G. F. Back, inventor of the Zoomar lens, and is said to be so powerful that when turned on the pit area, across the track from the camera position, only about one-third of a car can be seen, but in great detail. A crew of 20 men from WFBM-TV, plus an additional group from the Indiana Bell Telephone Co. to handle the micro-wave relay signal to the transmitter, was required for the telecast.

By January 1, 1951, WFBM Inc. will move to new and larger quarters now under construction. The new buildings will house both the AM and TV units. Two TV studios are included, one to be 30 by 40 feet and the other 40 by 60 feet. On October 1 WFBM-TV will be interconnected by a microwave relay system to bring in the network programs by way of Dayton, Ohio.

TV OVERSOLD

Brooks Tells S. F. Admen

TOM A. BROOKS, vice president and general manager of Hearst Radio Inc., last week told a group of San Francisco advertising executives that television was being oversold.

"Television is a superior vehicle," Mr. Brooks said, "but it is not a miracle medium."

He foresaw a "definite danger" to both radio and television because of the overemphasis on sales success stories in television. Radio still in many instances "will come up with sales effectiveness that equals television," Mr. Brooks said.

Skillfully operated stations, whether of high or low power, will continue to survive as effective media, he said.

Best Use

It appeared to Mr. Brooks that those advertisers who seemed to have been "getting the most out of television" were those who also used other media. There has been no proof yet, he said, that an advertiser can rely on television alone.

Hearst Radio Inc. is the licensee of both radio and television stations, including WBAL-AM-TV Baltimore, WISN-AM-FM Milwaukee, and is associated with WCAE-AM-FM Pittsburgh.

TV-ELECTRONICS SHOW

Next Fall in N. Y.

PLANS for a National Television and Electronics Exposition to be held Sept. 23-30 in New York's 69th Regiment Armory have been announced by Irving Fromer, director of the exposition. Motorola-N. Y. Inc., distributor for Motorola radio and TV sets, has signed up for large space at the event, Mr. Fromer said.

Basically, the exposition will be a consumers' "TV fair," Mr. Fromer said, where the new TV receivers and associated equipment and accessories will be displayed. In addition to the merchandise exhibits, the exposition will also include a video studio in which daily telecasts will originate and army and navy communications engineers will stage special demonstrations of video devices developed for wartime use.

HITS TV SPORTS BAN

'Star-Telegram' Says SAC Flouts Public

STATUS of gate receipts is not a factor in the question of whether television should be barred from sporting events, according to an editorial blast May 23 by the Fort Worth, Tex., *Star-Telegram.* In reality, the paper claimed, anti-TV action by tax-supported and tax-exempt schools defies the public interest.

The two column barrage by the paper, owner of WBAP-AM-FM-TV Fort Worth, was directed against the Southwest Athletic Conference which announced an anti-telecast policy on May 13. The schools agreed to bar telecasts of Conference football games, unless they were sell-outs or apparent sell-outs, until about 24 hours later. Under the plan, films of games would not be shown until late Sunday night.

Sees No Injury

"We do not believe television would injure gate receipts, but whether it would or not is beside the point," the editorial emphasized. "The point is that the public is entitled to television of football games and what the public is entitled to and wants, it usually gets, in time."

Labeling the Conference action as "short-sighted," the *Star-Telegram* said "actually the real effect of television upon game attendance —not football alone but all principal sports events—already has been investigated rather thoroughly." The results of the Jordan survey, the paper said, "indicate forcefully that television does not threaten the future of any spectator sport."

Rather than "stand in the way of progress," and putting "amateur athletics on a strictly cold-blooded, commercial basis . . . in utter disregard of the public, whose support has built the colleges and raised their football to its present level," the newspaper called upon the schools to cooperate with TV and devise methods "of getting the greatest possible benefit from it."

BIG TEN

To Set Policy June 20

BIG TEN conference television committee will set TV policies and rules for collegiate basketball, track and football events at a meeting tentatively scheduled for June 20 in Madison, Wis. The three-man committee at that time will also accept or reject an offer of the Ford Dealer Assn., Detroit, for network telecasting of post-game highlights of Big 10 football [BROADCASTING, May 22]. J. Walter Thompson, Chicago, in behalf of the dealers, has sent the offer to Big Ten headquarters in Chicago.

The TV committee includes Douglas R. Mills, athletic director of the U. of Illinois, Ted B. Payseur of Northwestern U. and H. O. Crisler of the U. of Michigan. TV rights and costs for conference were taken up May 25 and 26 in Evanston, Ill., at a Big Ten meeting.

GROUND is broken in Memorial Day ceremonies at the site where WTVR (TV) Richmond will build new TV facilities. Wielding the shovel is Wilbur M. Havens (l), owner of the station, as Harry Jordan, contractor, and James W. Kyle (r), WTVR chief engineer, stand by. WTVR, in its third year of operation, expects to have its modern studios ready for programming in the fall.

SDG Elects Breckner

ROBERT BRECKNER of KTTV (TV) Los Angeles was elected president of the television council of Screen Directors Guild at the annual SDG meeting May 28 in Beverly Hills. Elected to other offices were Seymour Berns of KECA-TV Los Angeles as first vice president; Phillipe De Lacy, KTTV, second vice president; Stuart Phelps, KECA-TV secretary; Malcolm Madden, KTLA-TV Los Angeles, treasurer.

TBA TO EXPAND

Starts Membership Drive

TELEVISION Broadcasters Assn. is launching a nationwide membership drive this week, designed to unite the entire roster of TV broadcasters behind the 10-point program which the TBA board of directors has adopted as TBA's pledge to the industry for 1950.

Announcing the membership campaign today (June 5), TBA President J. R. Poppele pointed out that to accomplish its objectives, which begin with an all-out campaign to end the freeze and include most of the industry's pressing problems, will take the full-hearted support of all TV broadcasters, not just the third of the national total which are now TBA members.

Mr. Poppele noted that many of the present TBA members "were among the first to begin TV operations and are the real pioneers of this truly amazing industry. Whatever TBA has achieved in the past," he declared, "has been for the benefit of all television broadcasters, not just members of the association. The 10-point platform—backed by a pledge of our board of directors—which we have just adopted, is proof enough to all television broadcasters that we are pointing to 1950 as one of the most important years in our history. This is a job that needs the financial support of every television station in the country; we hope to get that support in our current membership drive."

George B. Storer, president, Fort Industry Co., and Frank M. Russell, NBC vice president, are heading the TBA membership drive, which will include personal calls on all non-member TV stations, Mr. Poppele said. He also revealed that work is under way on a new dues schedule for the organization which will shortly be presented to members as a more equitable way of paying TBA dues.

Sees Need for Action

In its resolution, the TBA board pointed out that the association "concentrating as it does on the interests of television broadcasters" is "cognizant of the pressing need for constructive action to aid the growth and development of television broadcasting." In its awareness "of its responsibilities to the industry" TBA has accordingly pledged itself to the accomplishment of the following objectives:

1. An end to the "freeze" on the licensing of new television stations as soon as possible to insure the resumption of the licensing process before the end of 1950.

2. The speedy resumption of the FCC hearings with respect to the tariffs covering the interconnection of television stations and the various coaxial cables and radio relays, looking toward a reduction of rates and increased flexibility of interconnection.

3. The effective aid and assistance by the association to the industry in the negotiation of fair rates for the use of ASCAP music on television programs and in the establishment of scales and working conditions for musicians employed in making film for use in television.

4. Close attention to the responsibilities of the television broadcaster with respect to programming.

5. Strong, intelligent opposition to unwarranted, restrictive regulations, discriminating taxes and ill-considered controls.

6. Completion of the work already started on a recommended form of facilities contract for television broadcasters in cooperation with rep-

(Continued on Telecasting p. 16)

SET SHIPMENTS

RMA Issues New Tabulation

NEW tabulation of television shipments by counties, covering the entire manufacturing industry, was started last week by Radio Mfrs. Assn. The first report provides estimates of TV receiver set sales to dealers for the first quarter of 1950.

The tabulation was worked out by the Industry Statistics Committee of Radio Mfrs. Assn. under Chairman Frank W. Mansfield, Sylvania Electric Products Corp.

Figures are estimates of actual shipments by all manufactures to dealers in all present TV areas. RMA's own figures are projected on the basis of its members' proportion of entire industry production.

First quarter shipments of 1,556,000, as estimated by RMA, run about 100,000 below the estimated production of more than 1,600,000 TV sets. This is the normal amount by which shipments trail actual factory production.

For the Quarter Ended March 31, 1950

State and County	Sets Shipped
ALABAMA	
Jefferson	2,091
ARIZONA	
Maricopa	1,217
CALIFORNIA	
Alameda	5,797
Contra Costa	1,915
Los Angeles	56,341
Orange	6,058
Sacramento	218
San Bernardino	3,538
San Diego	5,451
San Francisco	6,675
San Joaquin	299
San Mateo	1,521
Santa Clara	2,266
Solano	752
CONNECTICUT	
Fairfield	8,218
Hartford	5,325
New Haven	9,995
New London	591
DELAWARE	
New Castle	5,047
DISTRICT OF COLUMBIA	26,257
FLORIDA	
Dade	3,721
Duval	1,196
Hillsborough	330
Pinnallas	—
GEORGIA	
DeKalb	1,671
Fulton	9,390
ILLINOIS	
Cook	109,756
Fulton	195
Knox	114
Madison	1,901
McLean	225
Peoria	956
Rock Island	873
St. Clair	1,951
Tazewell	90
INDIANA	
Delaware	681
Lake	4,679
Madison	1,175
Marion	5,387
IOWA	
Clinton	78
Polk	2,022
Pottawattamie	631
Scott	337
KANSAS	
Wyandotte	890
KENTUCKY	
Campbell	2,081
Jefferson	5,294
Kenton	3,078
LOUISIANA	
Orleans	8,279
MARYLAND	
Baltimore City	36,076
Baltimore County	16,421
Montgomery	2,537
Prince Georges	885
MASSACHUSETTS	
Berkshire	1,103
Bristol	6,179
Essex	13,120
Hampden	660
Middlesex	19,022
Norfolk	7,045
Plymouth	2,764
Suffolk	33,954
Worcester	5,818
MICHIGAN	
Calhoun	940
Genesee	1,163
Ingham	2,477
Jackson	1,236
Kalamazoo	2,178
Kent	2,874
Macomb	1,675
Muskegon	467
Oakland	4,668
Saginaw	244
Washtenaw	1,647
Wayne	41,349
MINNESOTA	
Hennepin	12,069
Ramsey	5,975
MISSOURI	
Buchanan	282
Jackson	14,582
Madison	508
St. Louis	25,260
NEBRASKA	
Douglas	3,351
Lancaster	211
NEW JERSEY	
Atlantic	2,072
Bergen	10,280
Camden	6,101
Essex	27,868
Hudson	17,394
Mercer	5,334
Middlesex	5,935
Monmouth	4,008
Morris	2,432
Passaic	8,566
Union	9,881
NEW MEXICO	
Bernalillo	496
NEW YORK	
Albany	5,403
Bronx	10,887
Broome	2,012
Chautauqua	1,440
Erie	23,169
Kings	66,243
Monroe	15,464
Nassau	11,293
New York	64,772
Niagara	3,521
Onondaga	8,180
Oneida	4,162
Orange	2,238
Queens	24,978
Rensselaer	5,149
Richmond	4,309
Schenectady	2,933
Westchester	10,823
NORTH CAROLINA	
Alamance	301
Cabarrus	313
Durham	24
Forsyth	354
Gaston	413
Guilford	629
Mecklenburg	738
Rowan	197
OHIO	
Butler	4,300
Clark	2,397
Cuyahoga	38,945
Franklin	15,194
Hamilton	20,199
Lucas	9,411
Montgomery	11,525
Scioto	240
Summit	8,509
OKLAHOMA	
Muskogee	114
Oklahoma	2,511
Tulsa	1,784
OREGON	
Marion	—
Multnomah	—
PENNSYLVANIA	
Allegheny	34,598
Berks	4,682
Beaver	2,755
Blair	425
Cambria	2,024
Dauphin	1,080
Delaware	6,314
Erie	5,529
Fayette	1,763
Lackawanna	237
Lancaster	3,106
Lebanon	1,232
Lehigh	2,954
Montgomery	6,369
Northampton	1,924
Philadelphia	63,218
Washington	2,250
Westmoreland	3,101
York	2,202
RHODE ISLAND	
Providence	13,756
SOUTH CAROLINA	
York	176
TENNESSEE	
Davidson	55
Shelby	6,995
TEXAS	
Bexar	3,998
Dallas	8,203
Galveston	441
Harris	[illegible]
Tarrant	[illegible]
UTAH	
Salt Lake	[illegible]
Weber	[illegible]
VIRGINIA	
Arlington	[illegible]
Henrico	[illegible]
Norfolk	[illegible]
Pittsylvania	[illegible]
Warwick	[illegible]
WASHINGTON	
Clarke	[illegible]
King	[illegible]
Pierce	[illegible]
WEST VIRGINIA	
Cabell	[illegible]
Kanawha	[illegible]
WISCONSIN	
Milwaukee	[illegible]
Sub-Total	[illegible]
AREAS UNLISTED	[illegible]
GRAND TOTAL	[illegible]

TV SALES POWER

McFadden Reviews NBC Study

SALES effectiveness of television, as shown by a study conducted by Hofstra College and NBC, was reviewed at a Washington luncheon last Wednesday by Robert McFadden, NBC TV research director. Hosts at the luncheon, attended by FCC Chairman Wayne Coy and other Commissioners as well as advertiser and agency officials, were Frank M. Russell, NBC Washington vice president; Edward Madden, assistant to NBC President Joseph H. McConnell, and William R. McAndrew, manager of WRC-AM-FM and WNBW (TV) Washington.

Mr. McFadden used a series of slides to depict results of the Hofstra study, which showed that TV homes buy more TV-advertised brands than non-TV brands [TELECASTING, May 8].

UHF COMMON CARRIERS

Hearings Open

ITS COLOR television hearings finally completed after eight months of sessions, FCC today (Monday) enters a less spectacular phase of its overall TV proceedings—hearings on a proposal to allocate the 470-500 mc section of the UHF television band to common carriers.

The hearings appeared late last week to be destined to proceed on schedule despite television broadcasters' tentative suggestions that they should be postponed. FCC expected them to consume at least the better part of two weeks, as evidenced by its scheduling no further "regular" meetings for other business until June 21-22.

The Commission meanwhile:

● Denied the Chicago City Council's petition for a lifting of the TV freeze [TELECASTING, May 22], declaring that until the issues which precipitated the freeze are resolved its continuance "is the best guarantee against any deterioration in the existing and future television service."

● Refused to extend its color hearing to permit Paramount Television Productions and Chromatic Television Labs to appear in behalf of the new direct-view tri-color tube which they are jointly developing [TELECASTING, May 29], but left the way open for them to demonstrate it when ready and to file proposed findings in the color case.

The hearing which commences today deals with a proposal of Bell Telephone Labs that the 470-500 mc band—the lower end of the UHF television spectrum—be allocated to multi-channel broadband common carrier radio operation instead of television.

Appearance Order Set

Bell Telephone Labs. spokesmen are slated as the first witnesses. Representatives of other firms will be heard in the following order, according to FCC: U. S. Independent Telephone Assn.; National Mobile Radio System; Mutual Telephone Co.; Philco Corp. and Philco Television Broadcasting Corp.; Television Broadcasters Assn., and Allen B. DuMont Labs.

TBA had entertained ideas of asking for a postponement, on grounds that the common carriers' needs for this space could not be adequately measured against the needs of telecasters until the UHF allocations proceedings are completed. The association dropped its plan to seek postponement, however, but was still expected to present its point during the hearings.

In rejecting Chicago's bid for a lifting of the VHF freeze, the Commission reiterated that "any crystallization of channel allocation resulting from the authorization and construction of new television stations in Chicago prior to the [allocations] hearing would remove the element of flexibility [in allocations] which is most essential if the Commission is to remain free to adopt an allocation table based on the soundest engineering principles."

FCC rejected the Chicago Council's claims that Chicago is the victim of discrimination since New York and Los Angeles both have seven stations authorized while Chicago has only four. The New York and Los Angeles grants, it was pointed out, were issued 16 to 21 months before the freeze was imposed, whereas some of the Chicago applicants were involved in hearings which could not be completed before the freeze order.

WKZO-TV

Serving Western Michigan and Northern Indiana

IS NOW ON THE AIR!

WKZO-TV, OWNED and operated by Fetzer Broadcasting Company, Kalamazoo, has just made its initial bow to Western Michigan and Northern Indiana . . . playing to some 55,000 existing TV sets, to most of which WKZO-TV presents the clearest picture on the screen.

(A careful check of dealers and distributors showed 61,851 TV sets within 50 miles, 50,909 within 40 miles, as of May 1.)

WKZO-TV is on Channel 3. We pledge ourselves to the same high standards of programming and service that have always been maintained on our two outstanding AM stations, WKZO, Kalamazoo, and WJEF, Grand Rapids. We would welcome an opportunity to send you complete facts.

WJEF
tops IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

WKZO-TV
tops IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., REPRESENTATIVES

ICE CREAM
TAKE HOME A TREAT
Southern Dairies

On the dotted line . . . . . .

AT WOIC (TV) Washington, this group celebrates, with ice cream, Lily Tulip Cup Corp.'s-TV debut. L. to r: Jake Freedman, S. Freedman & Sons, Washington paper firm; Tom Schilling, Lily-Tulip; Al Weile, Weile's Restaurant; Lucky North, WOIC m.c.; Eugene S. Thomas, WOIC gen. mgr.; John Martin, Southern Dairies.

FIRST local TV contract in Norfolk, Va., is arranged by Meekins-Roughton Motor Co., Norfolk Pontiac dealer, and WTAR-TV there. Setting the deal are (l to r) W. Travis Barnes, WTAR account executive; R. J. Roughton, vice president and general manager, Meekins - Roughton; John New, WTAR-AM-TV sales.

WILLIAM B. JAMES (seated r), owner of James Motors, San Francisco Nash dealer, sets sponsorship of *Now Hear This,* show on KRON-TV San Francisco starring Columnist Bob deRoos (seated, l). Standing are Rayford Ely (l), James Motors sales mgr.; Philip S. Boone, Elliott, Goetz & Boone Agency.

CECIL ROARKE (c), Northern California distributor for Travelers' Television, signs to sponsor *The Ruby Hunter Show,* half-hour three-times-weekly variety-musical on KPIX (TV) San Francisco. With him are Miss Hunter, star of show, and Lou Simon, KPIX commercial manager.

INKING contract for sponsorship of *Johns Hopkins Science Review* on WAAM (TV) Baltimore, R. L. Hockley (seated), v. p., Davidson Chemical Corp., is watched by Stanley J. Keyes Jr (l), executive v. p., St. Georges & Keyes Inc., and Samuel L. Carliner, WAAM executive v. p.

LONG-TERM contract for new Sunday feature titled *Yesterday's News* on WSAZ-TV Huntington, W. Va., is set by (l to r) Paul Pancake, pres., Pancake Realty Co., sponsor; Lawrence H. Rogers II, WSAZ-TV station mgr.; Charles Hoover, Pancake sales mgr.; Jack Beck of Ziv TV.

PHONEVISION

FCC Withholds Action On Chicago Test

ON GROUNDS that Zenith Radio Corp. may have over-promoted its pay-as-you-see development, FCC last week held up action on Zenith's request for an extension of the date on which it was to have started Chicago tests of Phonevision.

The Commission instructed Zenith to file a verified statement on its Phonevision promotion, which FCC feared might "easily" mislead the public into thinking "that Phonevision has been or soon will be adopted by the Commission on a regular basis."

FCC's letter to Zenith asserted that Commdr. Eugene F. McDonald Jr., Zenith president, has solicited manufacturers to start building Phonevision decoder outlets into their TV receivers and that advertisements have been run asserting that "Phonevision will soon be here."

This was done, FCC said, despite the Commisison's express provision that in connection with the projected Phonevision tests Zenith "shall avoid any action that might create the impression in the mind of any person or persons that Phonevision has been or will be authorized on a regular basis or that the said authorization [for tests] constitutes approval by the Commission of the principle of Phonevision or subscription television."

Claims Letter Not Received

Commdr. McDonald meanwhile said that he had not received FCC's letter—which was released by the Commission in Washington on Wednesday—and that he knew nothing about it "except what I have read in the papers."

FCC's letter was in response to Zenith's request that the beginning of the FCC-approved 90-day period for Phonevision tests—which already has expired—be extended from Feb. 8 to Oct. 1. The request was filed April 13.

Meanwhile, Zenith said more than 50,000 requests had been received from Chicago residents seeking to have Phonevision installed in their homes for the test period. A charge of $1 per program is contemplated during the tests [TELECASTING, Feb. 13].

FCC's letter said it felt that "a serious question is raised as to whether your actions have been consistent with the conditions imposed on your special temporary authorization." It aserted:

. . . By a letter dated Feb. 10, 1950, Commdr. E. F. McDonald, president of your organization, wrote to all RMA manufacturers and to Admiral Corp. and Teletone, the major manufacturers who are not RMA members, encouraging these manufacturers to install Phonevision decoder outlets in receivers manufactured by them by offering them a "contingent credit against future royalties."

The letter stated that when Zenith issues licenses in the future for Phonevision decoder units, it plans to charge royalties of 50¢ for each decoder unit. However, for every set built and sold in 1950, 1951, and 1952 containing decoder outlets, a contingent credit of 25¢ would be set up to be applied against such future royalty charges. . . .

In order for the manufacturers to take advantage of this offer, however, the "design and connections" of the outlets incorporated into their sets "must conform to necessary standards" imposed by Zenith.

But, FCC said, the order granting permission for the tests made clear that "before a system of Phonevision or subscription television could be authorized on a regular basis, various issues of a serious nature must be determined in a public hearing."

"At such a hearing," FCC said, "the Commission should have the widest possible flexibility in determining the issues in such a proceeding and in promulgating standards for such a system. Your actions, on the contrary, tend to destroy that flexibility by encouraging the mass production of receivers containing Phonevision decoder outlets built in accordance with your present standards."

The letter continued:

Thus, if in the future such a hearing were held on this matter, a great number of sets might already be in the hands of the public and on the market, all containing decoder outlets built to your standards. Furthermore, in the short time since your organization was granted special temporary authorization to conduct the Phonevision tests, various advertisements concerning Zenith television receivers have appeared containing such statements as "Phonevision will soon be here" and "Phonevision exclusive with Zenith."

The Commission is of the opinion that the public might be confused as to the true significance of the Phonevision decoder outlets and might easily be misled into believing that Phonevision has been or will soon be adopted by the Commission on a regular basis. . . .

THAT $ LOOK

WHAM-TV Eyes Anniversary

WHAM-TV Rochester, N. Y. is eyeing its first anniversary next Sunday (June 11) with the pleasant "headache" of being unable to open up program and spot availabilities for clients still waiting to buy WHAM-TV time—and the prospect of a general rate increase slated to take effect July 1.

Rochester's first and only TV outlet, which began operation June 11, 1949, with 11 clients and about 1,200 sets in the area, will boost its Class A hourly rates from $200 to $300. At present the station reports it is 90% "sold out" and serves 73 clients in an area boasting over 44,000 set installations. WHAM-TV is a sister outlet of WHAM-AM and WHFM (FM), owned and operated by Stromberg-Carlson Co., with William Fay as manager.

SUSPENSE
sponsored by
Electric Auto-Lite, a
CBS Package Program
consistently ranked
among television's
top-rated programs.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

TELECAS

NETWORK SHOW

		PM 5:00	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15	
SUNDAY	ABC	Canada Dry Co. Super Circus L (E-M)		Peters Shoe M & M Ltd. Super Circus** L (E-M)		Kellogg Co. Singing Lady L (E-M)		*Cartoon Teletales* L (E-M)		Goodyear Paul Whiteman Goodyear Review L (E-M)		*Carolyn Gilbert Show* L (M)	*Dr. Fizum* L (M)	*Think Fast* L (E-M)		Rules M)
	CBS	*Overseas Press Club*						*Mr. I. Magination*		Wm. Wrigley Gene Autry Show		American Tobacco This Is Show Business		Lincoln-Mer Toast of the T		
	DuMont									Co-op Starlit Time L (E-M) (NI)				*Chicagoland Players* L (E-M)		
	NBC	*Meet the Press* L								Local Sponsors (Co-op) Leave It To The Girls L		General Foods Aldrich Family L		Chesterfield Perry Como L		Theatre M)
MONDAY	ABC															
	CBS						*Snarky*	*Lucky Pup*		*Kirby Stone Quintet*		Oldsmobile CBS-TV News	Joe Lowe Popsicle Parade of Stars	International Silver Silver Theatre		pton's p Mi Scouts
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		Co-op Vincent Lopez L (E)	Co-op Manhattan Spotlight L (E-M)	*Newsweek Views the News* L (E-M)		op The an S M)
	NBC		*Judy Splinters* L	Kellogg Co. H' Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)					RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L		Fire bber Vo Firesto L
TUESDAY	ABC															
	CBS						*Snarky*	*Lucky Pup* L (E-M)		*Kirby Stone Quintet*		CBS-TV News	HI-V Corp. Godfrey & His Uke			
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)			Co-op Manhattan Spotlight L(E-M)(NI)	*Court of Current Is* (L) (E-M)		
	NBC		*Judy Splinters* L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)					National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	Texas Co. Milton Berle Sho L		
WEDNESDAY	ABC	*Mr. Magic* L (E-M)									*Art Ford on Broadway* L (E-M)			*On Trial* L (E-M)		Auth ds C M)
	CBS						*Snarky*	Quaker Chocolate & Conf. Lucky Pup		*Kirby Stone Quintet*		Oldsmobile CBS-TV News	TBA	Liggett & Myers Toba Godfrey and His Fri L (E-M) K (N		
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage* L (E-M)		Skippy Peanut Butter Captain Video L/F (E-M)			Phillips Packing Co. Easy Aces F(E-M)(NI)			
	NBC		*Judy Splinters* L	Mars Inc. H' Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)					Ford Motor Co. Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Snow Crop. F. Emerson L	*Nature of Things* L	Man's mily L
THURSDAY	ABC	*Mr. Magic* L (E)									*Art Ford on Broadway* L (E-M)	General Mills Lone Ranger* F (E-M)		Stop the Music Admiral & P. Lori L (E-M)		
	CBS						*Snarky*	Bristol- Myers Ipana Lucky Pup		*Kirby Stone Quintet*		CBS-TV News	*Three Is Company*	*The Show Goes On*		Co Rec Th Goe
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)		*Vincent Lopez* L (E)	Co-op Manhattan Spotlight L (E-M)			
	NBC		*Judy Splinters* L	Kellog Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)					National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L		Plac L
FRIDAY	ABC	*Mr. Magic* L (E)									*Art Ford on Broadway* L (E-M)			Ronson Twenty Questions L (E-M)		e St E-)M
	CBS						*Snarky*	Sundial Shoes Lucky Pup		*Kirby Stone Quintet*		Oldsmobile CBS-TV News	HI-V Corp. Godfrey & His Uke	*We Take Your Word*		R. eyno Man inst
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		*Vincent Lopez* L (E-M)	*Manhattan Spotlight* L (E-M)	Co-op Hands of Destiny L (E-M) (NI)		
	NBC		*Judy Splinters* L	Mars Inc. Howdy Doody L (E-M	Wander Co. Howdy Doody L (E-M)					RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L		olf W e Peo L
SATURDAY	ABC	*Mr. Magic* L (E)						*Marshal of Gunsight Pass* F (E-M)		Peter Paul Buck Rogers L (E-M)		*Hollywood Screen Test* L (E-M)		Paul Whiteman TV Teen Club L (E-M)		Gri Shoe Pa White TV Teen C E-M
	CBS			*Film Shorts*				Mason Candy Kuda Bux	*Lucky Pup*			*Floor Show*		Anheuser-Busch Ken Murray Sh (alternate weeks Beat the Clock		
	DuMont											*Captain Video* L/F (E)		*Dinner Date* L (E-M)		Co-op Rosco Ka Inside Dete L (E-M)
	NBC									*American Forum of the Air* L		*Life Begins At 80* L		*Jack Carter Show* L		

Programs in italics are sustaining. Time is EST.

L is live; F, Film; K, Kinescope Recording; E, Eastern Network; M, Midwestern Network; NI, Non-interconnected stations.

CBS Daytime

Monday-through-Friday, [illegible] p.m., *Homemakers Exchange*, L (E-M); [illegible] p.m., *Vanity Fair*, L (E)

ABC

* Lone Ranger [illegible] sponsored [illegible]

DuMont

* Peter Paul spons[illegible] of Magic C[illegible]

[illegible] Day[illegible]

Headlin[illegible] F. Pa[illegible] Johnny [illegible] Room

		Rules M)	*Mysteries of Chinatown* L (E-M)	*Mamma Rosa* F (M)	*The Ruggles'* F (E-M)	Young People's Church of the Air Youth on the March L (E-M)	
ncoln-Merc ast of the To			General Electric Fred Waring Show		B. F. Goodrich Celebrity Time	Arnold Bakeries F Emerson	*Week in Review*
ers			Co-op Jamboree L (E-M)				
		C Theatre M)	Philco Television Playhouse L (E-M)		Congoleum-Nairn Garroway at Large L (E-M)	*Answer* *Yes or No* L	
er		L pton's Te p Mixes T Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One		Doubleday Warren Hul
News		op The an Show M)	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)				
		Fire bber Co. Voi restone	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open' Hous L (E-M)
					Tomorrow's Champions (to midnite)		
			R. J. Reynolds Ed Wynn Show L (E)	Electric Auto-Lite Suspense	Co-op Wrestling		
of Current I L) (E-M)			Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)				
Texas Co. n Berle Sho L			Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M) (Starts June 6)	P. Lorillard Original Amateur Hour L		Doubleday Ben Grauer Show L (E-NI)
		Auth ts Critics M)	*A Couple of Joes* L (E-M)	Co-op Wrestling L (E-M)			
Myers Toba and His Fri -M) K (N			Toni-Twin Time (Alternate Weeks) Stoppette What's My Line	*Stage* 13	TBA		
			Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E)		
of		*Man's* *amily* L	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	*Trotting Races from* *Roosevelt Raceway* L	Anchor Hocking Open Hous L (E-M)
the Music & P. Lori (E-M)			Esquire Boot Polish Blind Date L (E-M)	Packard Motors, Inc. Holiday Hotel L (E-M)	*Roller Derby*	Blatz Brewing Co Roller Derby	*Roller Derb*
		Co Records *The Goes On*	Esso Alan Young Show	H. H. Ayer Ilka Chase	*Winner Take All*		
			Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)			
		S Place L	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L	*Trotting Races* L	Anchor Hocking Open Hous L (E-M)
		M e Story E)M	Libby, McNeill & Libby Auction-Aire L (E-M)	*Tin Pan Alley* L (E-M)	General Mills Lone Ranger (repeat)		
		R. eynolds Man ast Crime	Ford Motors— Ford Theatre (alternate weeks)		Household Finance People's Platform	*Capitol Cloak Room*	
					Co-op Amateur Boxing L (E-M)		
		ulf W e People L	Bonny Maid Versatile Varieties Bonafide Mills L (E-M-NI)	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Fights L	Chese- brough Greatest Fights (F)	Anchor Hocking Open Hous L (E-M)
		Gri Shoe Polish Pa Whiteman TV Teen Club E-M)	*Roller Derby* L (E-M) (To conclusion)				
ser-Busch urray Sho ate weeks he Clock			*The Trap*				
		o-op Rosco Karns Inside Detective L (E-M) (NI)	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)		
Carter *how* L			(TBA)			*Trotting Races* L	

BROADCASTING

TELECASTING

June 5, 1950

Copyright 1950

AUDIENCE COMPOSITION

THE Pulse, Inc. announces the extension of its Radio and Tele-Pulse services to include audience composition data (age and sex of listeners).

◆

THE Chicago TelePulse already includes these data; other markets to be included month by month until all are covered.

◆

DATA on socio-economic status, type of dwelling unit and telephone ownership of audiences have always been available on special request.

For Radio and Telefacts

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THE TRAP

is a full hour,
breathlessly-paced
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that can rivet
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Character melodrama,
in which the
central figure is
trapped by
circumstance, with
the outcome a
decision of fate.

Set Radiation

(Continued from Telecasting p. 3)

ence areas within 100 miles of the VOR station in one-half of the cases.

Spokesmen for CAA last week said that some 300 of the new VOR stations are in operation in the 112-118 mc band. More than 400 are eventually to form a grid pattern across the nation and by 1954 are to have completely replaced the LF four-directional range which has been operating in the 200-400 kc band for about "a generation" and subject to static and other limitations. Unlike the LF range which pilots can fly by "ear" in only four directions, the new VOR range gives dial readings so pilots can fly accurately by "eye" in any direction they choose.

The VOR stations will each contain a distance measuring unit (DME), operating in the 1000-mc area on radar principles, by which pilots can obtain a precise "fix" on their location also. Aural transmissions will be conducted on the VOR sideband so pliots will have frequent weather reports and other data.

CAA related a few scheduled airlines are using VOR stations officially on portions of several routes. Many private flyers and some non-scheduled lines are using the new range extensively and CAA has had numerous queries on the interference problem from this group. CAA said many believe the VOR stations or their own equipment causes the trouble.

Interference Now Localized

Mr. Rentzel, in his initial correspondence with Chairman Coy in early April, stated the "serious radio interference problem" which the CAA and FCC staffs have been discussing "involves a large percentage of the many FM entertainment broadcast receivers already in the hands of the general public." He said that although the problem presently is geographically confined to certain areas, "the service effect is international in scope since the navigational aids involved are the agreed world standard."

In reply, Chairman Coy assured the CAA Administrator FCC "will give its full and active cooperation in this matter to the end that a satisfactory conclusion may be reached."

He said for interim relief "the best solution lies in continuing the coordinated work of the staff whereby the data concerning the stations and the ranges now in operation, new installations which are scheduled, and other factors bearing upon the known details of the problem may be available for use in order to determine what immediate action may be necessary" prior to completion of the extensive overall FCC-industry proceeding on the problems of interference arising from operation of incidental radiation devices.

The long term solution to the VOR interference problem hinges on outcome of this overall proceeding, Chairman Coy indicated. He noted preliminary reports already had been completed by two industry groups, Committee C-63.1 of the American Standards Assn. and Committee R-15 of RMA. The steering committee is headed by E. W. Allen, chief of FCC's Technical Information Division. Further meeting of this group is set June 6.

"Nearly all manufacturers of radio receivers have expressed a willingness to cooperate with these committees and the Commission in solving these troublesome interference problems," Chairman Coy wrote.

Te-Ve

Drawn for TELECASTING by John Zeigler

"By the way, Dear, when is your mother going home."

In a subsequent letter, however, Mr. Rentzel indicated he hoped "positive action can be taken" in the VOR interference problem "in the immediate future. . . . The urgency . . . is so great that I do not believe it should await the long range overall study of incidental radiation devices in which CAA has been actively participating for over a year."

Television receiver radiation "theoretically" could cause interference to one portion of the CAA's instrument landing system (ILS) used by all scheduled airlines and some non-scheduled lines at 90 of the country's major airports, CAA experts explained. ILS equipment consists of two transmitters. One is the glide-path transmitter which sends a horizontal signal in the 330-mc band fanning out from the end of the runway at about a three-degree angle for some 10 miles. The other, called the "localizer," emits a vertical signal in the 108-112 mc band which intersects the glide-path beam to give the pilot the exact course for hitting the runway.

ILS Problems Cited

The ILS localizer could be interfered with by radiation from a TV set tuned to Channel 6 (82-88 mc), it was explained, if the set's intermediate frequency were in the generally used 21-27 mc area and it was close enough to the airport. CAA experts believe there is not too great an opportunity for such interference to occur since the ILS operation is close range and high intensity. Normal pickup point is about six miles from the runway.

It was pointed out, however, that the ILS localizer is a very primary part of the landing operation and the vertical signal is highly critical. In view of this some observers have indicated that even one isolated case of interference might lead to disastrous consequences should a plane happen to be riding the ILS at the time.

FCC engineers further explained last week that should TV set makers begin using the newly proposed intermediate frequencies in the 41 to 45 mc area, additional possibility of ILS localizer interference would occur from sets tuned to Channels 2 (54-60 mc) and 3 (60-66 mc).

Some cases of interference to ILS operation in the past have been recorded involving second harmonic radiation by TV broadcast transmitters, but in each case this problem was adjusted promptly by the broadcaster as soon as it was discovered, both CAA and FCC officials stated last week.

CAA admitted part of the trouble also was caused by the use of poorly-shielded war surplus equipment on some planes, which also has been replaced generally.

CAA officials said no interference from broadcast sources has even been known to occur to the 75-mc fan marker navigational aids, sandwiched between TV Channels 4 (66-72 mc) and 5 (78-82 mc).

FILM SYNDICATE

Newspaper TV Outlets Plan

MANAGERS and other top executives from 38 newspaper owned and operated television stations are scheduled to meet in Hollywood June 12-13 to lay final working plans for a proposed television film program syndication setup.

Called by Norman Chandler, president of KTTV Inc., the meeting will be held at KTTV (TV) Los Angeles headquarters.

Invited to the Hollywood meeting are: Charles Thieriot, KRON-TV San Francisci; K. H. Berkeley, WMAL-TV Washington; J. Gorman Walsh, WDAL-TV Wilmington, Del.; George B. Storer Jr., WAGA-TV Atlanta; Frank P. Schreiber, WGN-TV Chicago; Victor J. Sholis, WHAS-TV Louisville, Ky.; Robert D. Swezey, WDSU-TV New Orleans; E. K. Jett, WMAR-TV Baltimore; Richard E. Jones, WJBK-TV and Harry Bannister, WWJ-TV, both Detroit; F. Van Konynenburg, WTCN-TV Minneapolis; Dean Fitzer, WDAF-TV Kansas City, Mo.; George M. Burbach, KSD-TV St. Louis; George S. Johnson, KOB-TV Albuquerque, N. Mex.; C. Robert Thompson, WBEN-TV Buffalo; J. Bennett Larson, WPIX (TV) New York; Harry C. Wilder, WSYR-TV and Paul Adanti, WHEN-TV, both Syracuse.

Gaines Kelley, WFMY-TV Greensboro, N. C.; M. C. Watters, WCPO-TV Cincinnati; Edward H. Bronson, WBNS-TV and John Rossiter, WTVN (TV), both Columbus, Ohio; James C. Hanrahan, WEWS (TV) Cleveland; Robert H. Moody, WHIO-TV Dayton; J. Leonard Reinsch, WSB-TV Atlanta; E. Y. Flanigan, WSPD-TV Toledo; P. A. Sugg, WKY-TV Oklahoma City; Herbert S. Stewart WIC(TV) Erie, Pa.; Alvin A. Shrott, WJAC-TV Johnstown, Pa.; Harold E. Miller, WGAL-TV Lancaster, Pa.; Donald Thornburgh, president, and Charles Vanda, director of television, WCAU-TV Philadelphia; H. W. Slavick, WMCT (TV) Memphis; C. W. Lembert, KRLD-TV Dallas; George Cranston, WBAP-TV Fort Worth; Campbell Arnoux, WTAR-TV Norfolk, Va.; Marshall L. Rosene, WSAZ-TV Huntington, W. Va.; Walter J. Damm, WTMJ-TV Milwaukee; Theodore C. Streibert, WOR-TV New York, and Harrison Dunham, general manager KTTV.

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Telestatus

Video Newscasts Reviewed

(Report 114)

ALTHOUGH television is credited with being superior to either radio or newspapers for presenting news, a majority of TV stations do not have a single staff member devoted exclusively to video news production and the majority of news programs are unsponsored.

These facts are brought out in a report just released covering "News on Television" by Ralph A. Renick, news editor of WTVJ (TV) Miami. The report was supervised by Sydney W. Head, chairman, Radio and Television Dept., U. of Miami, and was carried out under terms of a fellowship of the Kaltenborn Foundation.

Information is based on replies from 71 of the 98 television stations operating on Jan. 9, 1950.

At 75% of the stations replying to the survey, not one staff member was devoted exclusively to television news production. In most cases this job was done by AM news personnel or TV announcers.

The high cost of production was reported by Mr. Renick as "the one problem the newsmen believe must be lowered before TV news can seriously compete with radio news or newspapers."

The slowness with which motion pictures of news events are delivered to non-interconnected stations and to stations doing their own newsreel makeup was cited as the second most important condition the stations believe must be corrected before TV news can come into its own.

Other aspects that need immediate improvement, according to station operators, are more complete coverage of events by film, more visual material for use in studio shows and capable newscasters who can effectively present news and sustain viewer interest.

"There is no solution to these problems which has the newsmen's unanimous approval," Mr. Renick's report points out, since problems differ at each station. "Network interconnected outlets can depend to an extent upon the network news shows to present national and international news and can concentrate their own efforts in airing local news. Non-interconnected stations have the double duty of providing not only local material but national and international news as well. The local coverage problem is emphasized by this survey. Seventy-four percent of the stations reported that local coverage was the type most lacking in their news programs. Only the largest interconnected stations reported national or international news as being the type most lacking."

Program Types Analyzed

No single format for news presentation received unanimous approval of the stations covered. Following brief outlines of several types of news shows now being presented on various stations, Mr. Renick reported: "The experiences cited by the majority of the stations indicate that if an outlet has a topnotch personality adjusted to the visual medium who can give news in a pleasant ad lib style, the program will be acceptable to the viewers. The news report can be supplemented with maps, still photos and other visual devices. It is frequently emphasized that one personality must be associated with a news show rather than a series of staff announcers who read the news before the camera as one of their many duties."

Motion Pictures Used

Motion pictures were reported as the chief source of pictorialization used by stations. In the main these were supplied by syndicated picture services although some stations reported using their own cameramen and the work of freelance operators.

The chief source of still photos was reported to be affiliated newspapers and station cameramen.

The high cost of motion picture developing equipment has kept 95% of the stations covered from doing their own work. Facilities for processing still pictures were reported by 20% of the stations.

Since wire services can not provide adequate local news coverage, 47% of the stations covered have their own local reporters and 40% used reporters from affiliated newspapers to gather local news.

For a television news show to be profitable to a station, Mr. Renick reports that the high cost of production must be absorbed by the sponsor along with the cost of station time. "Forty-eight percent of the stations reported that they were not showing a profit on their news productions. Sixteen percent were breaking even and only 36% were showing a profit."

Automobile dealers were found to be the leading sponsors of TV news programs throughout the country, based on an analysis of 81 shows. Next in order were appliance dealers, banks and beer companies.

"The majority of news programs, however, were unsponsored," according to the report, "and the majority of stations felt news programs were not as salable as other types of locally produced programs."

Despite the feeling that a news narrator before the camera was too much like AM radio in character for use on TV, 89% of the stations covered reported they use that format. "Over half of the stations reported use of motion pictures, interviews, still photos and a multiscope or similar device to present the news. Fifty percent of the narrators read the news from copy in hand. Next in popularity were reliance on memory and occasionally glancing at copy (44%); and the mounting of copy near the camera (24%). Only 18% reported having newsmen who ad lib the entire show. . . ."

Basic Formats Covered

Information on six basic types of television news programs was presented, including a brief format and information on its effectiveness, cost and commercial value.

In summing up the report, Mr. Renick said: "Television is able to present news stories in a fashion superior to either radio or newspaper. . . . Undoubtedly production costs will be brought down, film coverage of events will be transmitted almost instantaneously to all sections of the country and successful new formats will be devised. Those developments are for the future. Today TV stations need to take stock of their own news operations. The viewer wants to know what is going on in the world, the nation and the community. The station must provide that information."

* * *

TV Improves Family Life, Baltimore Survey Shows

ALTHOUGH children may be going to bed a little later, television tends to strengthen the family circle, according to a survey released last week by Joseph T. Barlow, principal of the Essex elementary school, Baltimore. Of 302

(Continued on Telecasting p. 16)

Weekly Television Summary—June 5, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,100
Ames	WOI-TV	10,366
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	165,843
Binghamton	WNBF-TV	13,000
Birmingham	WAFM-TV, WBRC-TV	14,700
Bloomington	WTTV	6,000
Boston	WBZ-TV, WNAC-TV	367,631
Buffalo	WBEN-TV	93,288
Charlotte	WBTV	14,568
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	493,938
Cincinnati	WCPO-TV, WKRC-TV, WLWT	120,000
Cleveland	WEWS, WNBK, WXEL	223,236
Columbus	WBNS-TV, WLWC, WTVN	66,400
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	52,500
Davenport	WOC-TV	10,428
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	62,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	35,150
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	52,500
Grand Rapids	WLAV-TV	30,000
Greensboro	WFMY-TV	11,475
Houston	KLEE-TV	21,900
Huntington-Charleston	WSAZ-TV	12,296
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,000
Johnstown	WJAC-TV	21,300
Kalamazoo-Battle Creek	WKZO-TV**	23,876
Kansas City	WDAF-TV	34,267
Lancaster*	WGAL-TV	44,804
Lansing	WJIM-TV	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Louisville	WAVE-TV, WHAS-TV	32,115
Memphis	WMCT	38,528
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	109,547
Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Nashville	....	200
New Haven	WNHC-TV	77,500
New Orleans	WDSU-TV	26,276
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,310,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	15,374
Oklahoma City	WKY-TV	27,457
Omaha	WOW-TV, KMTV	23,768
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	491,000
Phoenix	KPHO-TV	7,000
Pittsburgh	WDTV	105,000
Portland, Ore.	....	887
Providence	WJAR-TV	56,511
Richmond	WTVR	29,073
Rochester	WHAM-TV	39,357
Salt Lake City	KDYL-TV, KSL-TV	15,700
San Antonio	KEYL, WOAI-TV	17,255
San Diego	KFMB-TV	39,300
San Francisco	KGO-TV, KPIX, KRON-TV	55,000
Schenectady-Albany-Troy	WRGB	78,000
Seattle	KING-TV	29,000
St. Louis	KSD-TV	128,000
Syracuse	WHEN, WSYR-TV	44,878
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	15,000
Washington	WMAL-TV, WNBW, WOIC, WTTG	128,100
Wilmington	WDEL-TV	34,742

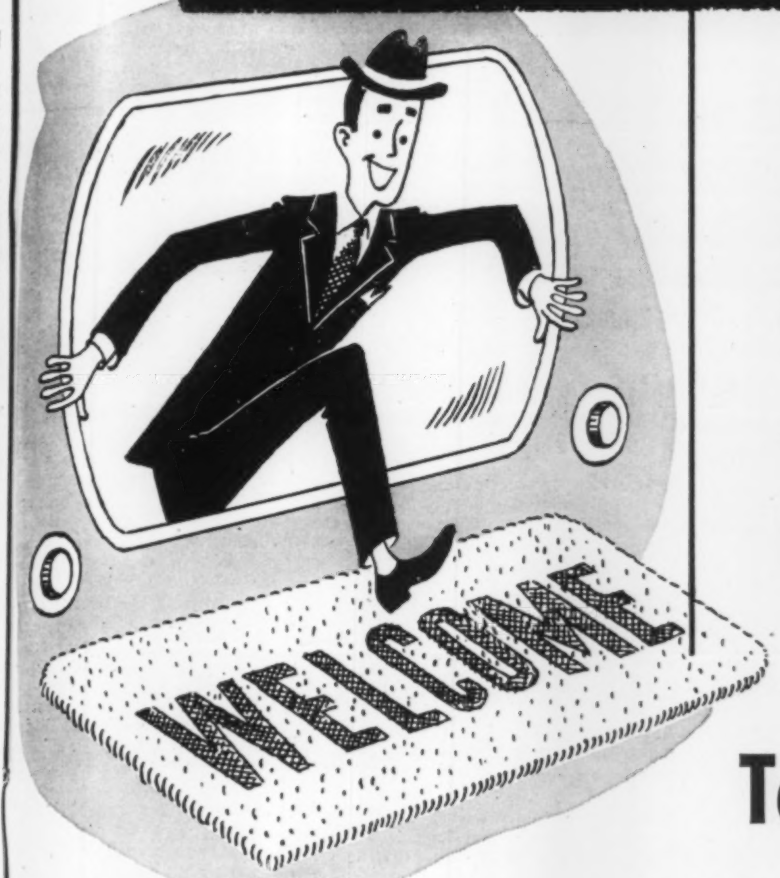
* Lancaster and contiguous areas.

** New station in this report.

Total Markets on Air 62   Stations on Air 105   Sets in Use 5,992,179

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

the Welcome Mat is out for you



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WHIO-TV

"Dayton's *FIRST* Television Station"

• Come in, Mr. National Advertiser, the selling's fine in Dayton and the Miami Valley when you use WHIO-TV.

Here's all the proof you need!

69 Local advertisers use WHIO-TV each week. We're televising 166 spot announcements and 32 programs for them each week.

WHIO-TV's local production staff is producing those 32 local programs . . . shows that are making sales and bringing in new customers for their sponsors.

These local programs run the gamut from musical and variety shows to sports, quiz, news, women's programs and kiddies' shows.

WHIO-TV delivers the biggest TV audience in this area to you. All ratings show this. And with over 65,000 sets in the area, it's a big market for you. Viewers prefer WHIO-TV's local shows and top CBS, ABC and DuMont programs. Consistent merchandising promotion on the local level is a plus factor in your favor.

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CBS, ABC, DuMont
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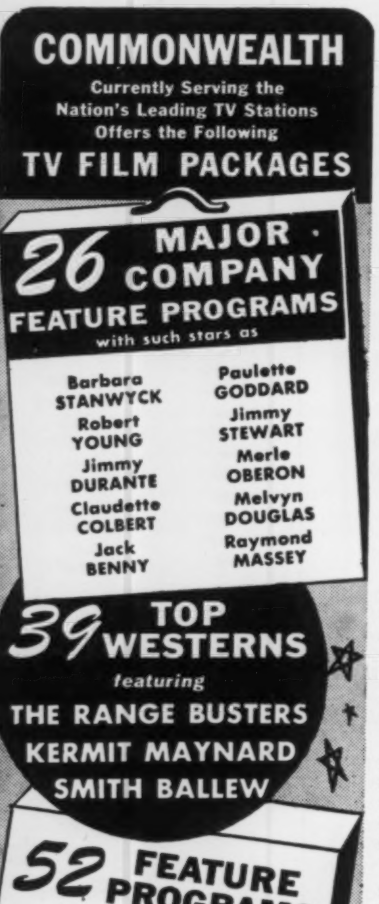

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Currently Serving the Nation's Leading TV Stations
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featuring
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52 FEATURE PROGRAMS
with such stars as
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Buster Crabbe

13 MUSICAL VARIETIES
12½ min each • featuring MOREY' AMSTERDAM

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250 AESOP FABLE SILENT CARTOONS

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Film and Television, Inc.
723 Seventh Avenue, New York 19, N. Y.

Telestatus

(Continued from Telecasting p. 14)

families who answered a query on the effect of television on children's eyes, 291 said they felt TV had no effect.

Mr. Barlow also reported that children in television homes are better behaved—because they might miss their favorite shows if bad—there is a sharp drop in movie going and also a reduction in the demand for baby sitters; housework is finished earlier to free the evening for TV viewing, and the TV set saved money that would be spent for outside entertainment. The possibility of television being used to supplement school work was foreseen by an "overwhelming majority" of the families which expressed an opinion on the subject, the report pointed out.

* * *

New Rate Card For WBTV (TV) Charlotte

RATE CARD No. 3, effective July 1, was announced last week by WBTV (TV) Charlotte, N. C.

The new one-time rate for a Class A hour (Mon.-Fri., 6-11 p.m., Sat. and Sun., 12 noon-11 p.m.) becomes $225. Five minutes of Class A time on a one-time basis will be $67.50. Announcements (slide or film only) of one minute or less in Class A time start at $45.

Class B time (all other periods) is set at $135 for an hour on a one-time basis. For five minutes the charge will be $40.50. One-time announcements in Class B time become $27.

The station is owned by Jefferson Standard Broadcasting Co. and is represented nationally by Radio Sales, Radio & TV Representative, CBS.

* * *

'Star Theatre' Tops April Nielsen Ratings

TOP television program in April was *Texaco Star Theatre*, according to the latest National Nielsen Ratings covering the weeks of April 1-7 and 15-21. The top 10 programs in size of audience delivered and program popularity as reported by Nielsen follow:

AUDIENCE DELIVERED

Number TV Homes Reached In Total U. S.

Rank	Program	Homes (000)
1	Texaco Star Theatre	3,521
2	Godfrey & Friends	2,683
3	Toast of the Town	2,266
4	Godfrey's Talent Scouts	2,177
5	Philco TV Playhouse	2,092
6	Stop the Music (Admiral)	1,912
7	Lone Ranger	1,836
8	M. Kane-Private Eye	1,810
9	Stop the Music (Lorillard)	1,801
10	The Goldbergs	1,714

PROGRAM POPULARITY

% TV Homes Reached In Program Cities

Rank	Program	Homes (%)
1	Texaco Star Theatre	77.7
2	Godfrey's Talent Scouts	70.6
3	Star Spangled Revue	57.6
4	Godfrey & Friends	57.4
5	Toast of the Town	55.1
6	Stop the Music (Admiral)	51.6
7	Stop the Music (Lorillard)	48.6
8	Gillette Cavalcade	45.1
9	Lone Ranger	44.8
10	Philco TV Playhouse	44.5

* Average Audience Basis.

Videodex TV Ratings Released for May

VIDEODEX network television ratings released last week showed *Texaco Star Theatre* to be the leading program for May in the 17 cities covered.

Program	Rating	No. TV Homes Reached (000's)	No. Cities
1. Texaco Star Theatre	65.3	2,769.9	17
2. Talent Scouts	53.5	1,822.9	11
3. Godfrey & Friends	47.8	2,030.7	17
4. Toast of the Town	44.6	1,846.6	16
5. Stop the Music	39.5	1,495.4	16
6. Fireside Theatre	38.9	1,404.1	14
7. Kraft TV Theatre	38.8	1,611.0	16
8. Studio One	37.8	1,605.8	17
9. Philco TV Playhouse	36.5	1,549.1	17
10. Martin Kane	36.0	1,526.1	17
11. Lights Out	36.0	1,279.6	13

MUSIC PACTS

Made Pending Agreement

PENDING completion of an industry-wide arrangement for the employment of union musicians in the production of filmed programs for TV use, a few picture producers have made individual deals with the American Federation of Musicians. Gene Autry, cowboy star of radio and the movies, is reported to have made one of the musical picture deals, presumably for use on CBS, which carries all of Mr. Autry's radio shows. Another contract for TV films was made by Snader Telescriptions Corp., West Coast producer.

AFM spokemen have declined to discuss these contracts but they are understood to call for scale of $39.90 for a three-hour session per musician, leader getting the customary double fee. This rate of pay is comparable to the scale paid to musicians for work on phonograph records.

The TV film arrangement also calls for the payment of royalties into the union's unemployment fund. For 15-minute and half-hour video film programs the royalty is set at 5% of the evening time charges of each station telecasting the films. For a series of 3½ minute musical shorts, the royalty rate is 5% of the gross income of the film.

The terms set by the union for allowing its members to make films for use of television also are said to include the stipulation that there shall be no dubbing of music from other films or records, all music used in these films being recorded by live musicians employed in the making of these pictures.

The general terms of these agreements are understood not to be acceptable to the industry committee headed by Ernest de la Ossa, NBC personnel director, which includes both TV broadcasters and film producers as members. This group has drafted its own set of conditions covering the employment of AFM members on films for TV use and will attempt to get together with an AFM committee as soon as possible.

TBA to Expand

(Continued from Telecasting p. 5)

resentatives of advertising agency and advertiser organizations.

7. Curbing the practice of commercializing television awards.

8. A pledge of assistance by the association to various groups in their efforts to standardize advertising practices with respect to the repair and maintenance of television receivers.

9. Assistance by the association to the Radio Mfrs. Assn., Institute of Radio Engineers, Society of Motion Picture & Television Engineers, American Standards Assn., and representatives of other industry organizations toward standardization of equipment to provide maximum flexibility for the broadcaster in his choice of equipment, reduced operating costs and increased efficiency.

10. Continuation and progressive enlargement of the services rendered by TBA to its membership, advertising agencies, advertisers and governmental bodies through the dissemination of accurate information and statistical data on the growth and expansion of Television broadcasting.

TBA directors who unanimously adopted the 10-point platform and pledged their efforts to its accomplishment include, in addition to Mssrs. Storer, Russell and Poppele: Allen B. DuMont, head of the DuMont TV Network; Lawrence W. Lowman, CBS vice president; Richard A. Borel, head of WBNS-TV Columbus, Ohio; Joseph A. MacDonald, ABC vice president and general attorney; Ernest B. Loveman, vice president, Philco Broadcasting Corp.; Paul Raibourn, president, Paramount Television Productions.

TBA also announced that an eight-page brochure, pointing up the achievements of the organization during its six-year history, will be mailed this week to all TV stations. One section of the booklet will list chronologically a year-by-year, month-by-month account of TBA's efforts to promote the growth of television during this period, which encompasses the transition of television from a laboratory curiosity to a full-fledged national industry.

NAVY Certificate of Award for "outstanding service rendered to the Navy" has been given to WAAM (TV) Baltimore.

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Profits Depend on
Efficient Personnel

Our Graduates are
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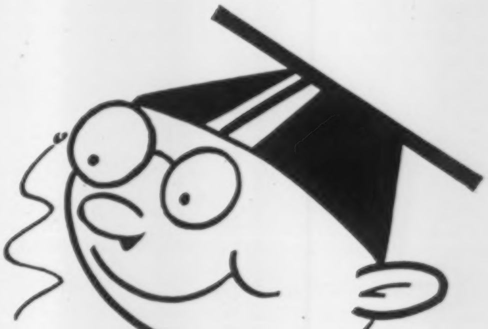
THANK YOU PROFESSOR!!



THE NOW FAMOUS WOODBURY COLLEGE IMPARTIAL SURVEY SHOWS THAT WHEN ASKED . . .

"WHICH STATION DO YOU USE MOST?"

KLAC-TV

WAS ***MORE POPULAR*** THAN FIVE OTHER STATIONS IN THE LOS ANGELES AREA

BASED ON A SURVEY OF 3000 TV SET OWNERS IN THE 16 ECONOMIC DISTRICTS OF LOS ANGELES

** ASK YOUR KATZ AGENCY REPRESENTATIVE FOR COPIES OF THIS SURVEY*

THANK YOU MR. SPONSOR!!

IN THE MONTH OF APRIL

KLAC-TV

HAD IN EXCESS OF **1850** ADVERTISING UNITS . . . (A UNIT OF ADVERTISING IS A SPOT— A PARTICIPATION OR A SPONSORED PROGRAM)

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now 5000 WaTTS, and easily the leading station in the central and southern Indiana area. A regional station, WTTS is located in the heart of the world-famous limestone industry. For complete information, call or write: Bob Lemon, Sales Manager, WTTS-WTTV, Bloomington, Indiana.

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is a "home-built" station, but don't—for heaven's sake—get the idea it's amateurish! It's far from it. People in the industry just can't understand how a town the size of Bloomington supports TV. We'd like to tell you more about it. Write, wire or call our National Reps., Barnard and Thompson, New York.

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THE SARKES TARZIAN STATIONS
Bloomington, Indiana

2ND in the Midwest
6TH in the Nation
...the WLW-TV market deserves
1ST place in your plans

With 248,500 sets (as of May 1, 1950) the three station coverage area of WLW-Television looms large in any appraisal of markets. And the economy of reaching this market via the WLW-Television network is another factor favoring its high priority in your selling plans.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS
Crosley Broadcasting Corporation

TV ONLY JOB HOPE

Petrillo Tells AFM

TELEVISION offers the "only hope" for finding jobs for union musicians to make up for the loss in their employment at radio stations since the passage of the Taft-Hartley and Lea acts, James C. Petrillo, president of the American Federation of Musicians, states in his annual report to the AFM membership. Report will be presented officially today (Monday) to the delegates attending the AFM's 53rd annual convention, June 5-9, in Houston.

"However," the AFM president continues, "There's a big question as to what television is going to mean to the musicians. I again am speaking to you frankly and can give you no encouragement for any employment of musicians in television in the very near future. I cannot give you that assurance because I would only be guessing and this is too serious a matter in which to be guessing.

"I have dealt with many complex matters since I have been a labor leader but the television situation is the most complex that I have yet had to deal with. No one knows what it is going to do to the musicians, or for the musicians. For a period of two years I have been talking to the different employers on the question of making film for television. I am satisfied that eventually all television programs will be made on film just as moving pictures are made today.

Wide Disagreement Cited

"The disagreement among the employers themselves as to what television is going to do is unbelievable. They have so many different ideas and predictions that most of them contradict each other, and after listening to them for a couple of years, I find myself a little confused as to who has the right ideas and predictions. I do not believe they were all telling me the truth. But when you really pin them all down, the answer is the same—they just don't know.

"However, we do know one thing, and that is that television is here to stay."

Radio is not the "only field in which musicians have suffered employment losses," Mr. Petrillo points out. Noting that the drop off in business at cafes, taverns, ballrooms, theatres and other places of amusement has forced many bands to disband and that "conditions in the motion picture industry in Hollywood are so bad that most of the independent producers have gone out of business," he declares: "There is no question that the entertainment business has not been as bad in the United States and Canada since the depression of 1929."

"I am satisfied that more people are staying home today because of television," Mr. Petrillo states. He adds that the 20% amusement tax also has "damaged our business to a great extent."

Mr. Petrillo's report includes a summary of a survey of the employment of musicians by broadcasting stations in the U. S. and Canada during 1948 which showed:

Grand total of all radio broadcasting employment in the U. S. and Canada.

Staff employment in the U. S.: $13,416,274.25.

Staff employment in Canada: $803,661.75.

Network commercial employment in the U. S.: $7,177,246.19.

Local commercial employment in the U. S.: $98,079.72.

Local commercial employment in Canada: $492,478.09.

Local commercial employment in Hawaii: $1,305.00.

Total: $22,889,045.01.

"A more exact picture of commercial broadcasting employment can be had," the report explains, "if it is understood that the 4,803 musicians (employed on commercial programs on the four national U. S. networks during 1948) conducted by at least 192 leaders, sponsored by 323 agencies or companies, played for 16,982 broadcasts."

Employment of AFM members in the production of transcriptions is summarized as follows:

Electrical Transcriptions

Number of units employed	7,588
Total No. of man appearances (sidemen)	27,829
Total No. of man appearances (leaders)	4,967
Total No. of hours employment	9,581
Total earned by leaders and men	$2,199,949.47
Royalties paid to Federation	$ 61,752.19

NOTE: These earnings are based on flat union scale and do not include royalty payments paid directly to leaders.

The report of the union's auditors shows that for the fiscal year ended April 30, 1950, the recording and transcription fund received $4,620.49 from recording and transcription companies.

Film Report

WEEKLY sports newsreel, *Top Views in Sports*, produced by **All-American News Inc.** for **United Artists-TV** release, purchased by **Van Dyck Cigar Co.** Company will sponsor program over WENR-TV Chicago. Agency: **Federal Advertising**, New York, *Top Views* is sold commercially in 44 TV markets. Reel is filmed each week in 18 key cities. Narrated by All-American **Jimmy Evans**, it is roundup of top sports events and personalities in news of the week world over.

Benjamin R. Parker, motion picture and television producer, has joined staff of **Television Features Inc.**, New York, as producer-director. He has produced TV commercials for Dodge, Philip Morris and others. . . . **Nu-Art Films Inc.**, New York, announces its new location at 112-14 W. 48 St. Telephone, JUdson 6-5480-1-2.

Telepix Corp., Hollywood, producing three one-minute TV film commercials for **Towne Pride Toppings**, Los Angeles (sundae flavorings). Agency: **Mogge-Privett Inc.**, same city. Firm also doing three film spots for **Lawry's**, Los Angeles (restaurant), for its french dressing and seasoned salt. Included are two 20-second and one one-minute films. Agency: **California Adv.**, Los Angeles. Telepix recently completed one one-minute and one 20-second film commercial for **Major Punch** (concentrated fruit drink) through **Glasser-Gailey Inc.**, Los Angeles.

Howard F. Olds, formerly in charge of motion picture production at BBDO, New York, has joined **Loucks & Norling Studios Inc.**, same city, as production supervisor of television commercials for film company.

MOVIE-TV FIRM

Trio Productions Formed

RADIO and motion picture experience is being combined by the newly formed Trio Motion Picture Productions Inc., with temporary quarters at the Hal Roach Studios in Hollywood, it was announced last week. Firm plans to produce dramatic TV shows on motion picture film using movie technique.

The new company has been formed by Carl Wester, of Carl Wester & Co., radio advertising firm, Canoga Park, Calif., along with Jack Hively, movie director-producer, and Axel Gruenberg, radio and motion picture director-writer. Mr. Wester has been in the advertising business for the past four years as head of Carl Wester & Co. and during the last four months was vice president and director of KPHO-TV Phoenix. He sold his interest in the latter project when a merger of AM and TV facilities took place.

Chamber TV Report

REPORT of the inter-relationship between sports and television, compiled by a subcommittee of the Los Angeles Chamber of Commerce Television Committee, will be presented at the TV Committee's regular meeting today (June 5) in the Chamber of Commerce Bldg., Los Angeles.

ONE MINUTE TV FILM $150.00
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"Pat n' Johnny"

PROVE A POINT

When it comes to commercial results, WXYZ-TV's "Pat 'n' Johnny" show has proved little short of amazing, ringing up new records for dozens of alert television advertisers. For example, one sold $21,000 worth of merchandise after just eight announcements. Another increased his sales from 30,000 units weekly to 165,000 after two weeks on the show.

Yes, sir—"Pat 'n' Johnny" have not only opened the eyes of the Detroit TV audience but their purses as well. In the nation's fourth market, they've *proved* that daytime TV can be profitable—and they can make it profitable for YOU.

Daytime television in Detroit can be profitable for you

Your best bet both ends of the alphabet

WXYZ TV

For participation rate and details, consult ABC SPOT SALES

Channel 7

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OWNERSHIP CASES

FCC Sets Hearings for 3

ISSUES in license renewal hearing of WJVA South Bend, Ind., were reported by FCC last week as involving the question whether station ownership has been transferred without Commission approval. Hearing on renewal bid was designated fortnight ago.

Extending the WJVA license on a temporary basis until Sept. 1, the Commission stated it wished to determine who present stockholders are in St. Joseph Valley Broadcasting Co., station licensee, and when and from whom they obtained their holdings. FCC also indicated it wished to investigate whether all details have been properly reported to the Commission. WJVA is assigned 250 w daytime only on 1580 kc.

Meanwhile, FCC also reported it had designated for hearing the applications of two stations seeking changes in facilities in order to investigate their respective ownership situations. These are WMMB Melbourne, Fla., and WRIO Rio Piedras, P. R.

WMMB, licensed to Melbourne Broadcasting Corp., requests change from 250 w daytime on 1050 kc to 250 w day, 100 w night on 1270 kc. FCC set the application for hearing beginning Sept. 6 and indicated it wished to determine if certain alleged stock transfers were properly reported.

WRIO, licensed to The Master Broadcasting Corp., seeks switch from 1 kw day, 500 w night on 1140 kc to 1 kw fulltime on 1320 kc. The bid is set for hearing Oct. 26, FCC said, to obtain full information "as to a certain contract or agreement" between WRIO and Rafael Quinones Vidal dated in February and any other agreements which might exist. FCC indicated it wished to determine if control has been transferred with approval.

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ACTIONS OF THE FCC

MAY 26 to JUNE 1

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 29 Decisions . . .

ACTION ON MOTIONS

By Commissioner Walker

The Houston Post Co., Houston, Tex.—Granted dismissal without prejudice of application for TV construction permit.

FCC General Counsel—Granted extension to June 22 to file exceptions to initial decision issued in proceeding upon application for assignment of CP WACA Camden, S. C. and for license.

WSB Atlanta, Ga.—Dismissed as moot petition for reconsideration of Commission's action granting application. WNCA Aiken, S. C.

WDZ Bcstg. Co., Decatur, Ill.—Dismissed as moot petition filed on Sept. 14, 1949, for waiver of Section 3.25(d) of Commission's Rules and Regulations to permit acceptance and filing of application for unl. 1050 kc.

North Alabama Bcstg. Co., Guntersville, Ala. and Attalla Bcstg. Co., Attalla, Ala.—Granted petition filed by D. T. Kinney for dismissal without prejudice of application. On Commission's own motion, application of Attalla Bcstg. Co. is removed from hearing Docket.

WJIG Tullahoma, Tenn.—Granted dismissal of application.

David W. Jeffries, Ironton, Ohio—Granted dismissal without prejudice of application.

Floral City Bcstg. Co., Monroe, Mich.—Scheduled hearing for Aug. 7, in proceeding re application of Floral Bcstg. Co. in Washington, D. C.

By Examiner Fanney N. Litvin

KMA Shenandoah, Ia.—Granted continuance of hearing from June 2 to July 19 in Washington, D. C. in proceeding re application of KNEB Scottsbluff, Neb.

WCTT Corbin, Ky.—Granted leave to reopen record in Docket 9318 for sole purpose of incorporating therein certain exhibits, and record is thereupon closed.

By Examiner J. D. Cunningham

FCC General Counsel—Granted request that period for filing proposed findings and brief in matter of A. D. Ring & Co., Washington, D. C.—applicant for license for new special industrial base and mobile station using equipment formerly licensed to applicant's experimental special industrial mobile station W10XED be extended from June 1, to June 15.

By Examiner Basil P. Cooper

Door County Radio Co., Sturgeon Bay, Wis.—Denied continuance of hearing in proceeding re application and that of Alvin E. O'Konski, Menominee, Mich. set for June 12 and schedule hearing at Sturgeon Bay, Wis.

May 29 Applications . . .

ACCEPTED FOR FILING

AM—1430 kc

KCNI Broken Bow, Neb.—CP AM station to change from 1490 kc 1 kw unl. to 1430 kc 1 kw D.

AM—1230 kc

Allentown Bcstg. Corp., Allentown, Pa.—CP new AM station 1230 kc 250 w unl. AMENDED to make changes in corporate structure.

License for CP

KVCI Chico, Calif.—License for CP to cover changes in existing FM station.

WPTF-FM Raleigh, N. C.—License to cover CP new FM station.

Modification of CP

WGST-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1450 kc

WCLI Corning, N. Y.—Mod. CP AM station to change from 1540 kc 250 w D. to 1450 kc 250 w unl.

AM APPLICATION DISMISSED

Butler, Ala.—J. G. Stelzenmuller Jr. DISMISSED May 24 application for new station on 740 kc 1 kw D.

TV APPLICATIONS RETURNED

WCPO-TV Cincinnati, Ohio — RETURNED application for mod. CP for extension of completion date. Unnecessary.

Lancaster, Pa.—Peoples Bcstg. Co. RETURNED application for new TV station. Non-compliant with Rules.

(Continued on page 75)

RMA COMMITTEE

Handles Wage Problem

RADIO MFRS. ASSN. named an overall committee last Monday to handle minimum wage negotiations with the Dept. of Labor. First meeting will be held June 7.

Committee members are Robert C. Sprague Jr., Sprague Electric Co., chairman; Harold W. Butler, Philco Corp.; Harry Housten, Allen B. DuMont Labs.; Robert D. Langdon or Frank E. Highton, General Electric Co.; F. L. McClure, RCA Victor Division; Hyman L. Mohel, Aerovox Corp.; William J. Nolan, Sprague Electric Co.; James G. Parks, Erie Resistor Corp.; Ray L. Triplett, Triplett Electrical Instrument Co.; L. E. Woods, Raytheon Mfg. Co.

IRONTON CASE

FCC Questions Trafficking

COMPARATIVE hearing designated on the new station applications of Coston-Tompkins Broadcasting Co., David W. Jeffries, and Glacus G. Merrill, all Ironton, Ohio, heretofore confined to engineering issues, was modified by FCC last week to include a new issue relating to a question of potential trafficking in frequencies.

The Commission, setting the proceeding for hearing begining Oct. 11, stated it wished to "determine the purposes of the individual partners of Coston-Tompkins Broadcasting Co. in the prosecution of its . . . application and to obtain full information concerning the efforts of one or both of the said partners to dispose of his or their interest in the said application." Partners in the applicant are James Goodrich Coston and Julian Lanier Tompkins.

Earlier in the year it had been reported postcards were circulated, bearing Mr. Coston's name, which stated it was expected the permit for Ironton would soon be issued and it was offered on a first-come first-serve basis for $1,750 [BROADCASTING, March 20]. Coston-Tompkins seeks 100 w fulltime on 1230 kc. Mr. Jeffries seeks the same assignment while Mr. Merrill seeks 250 w fulltime on 1230 kc.

ABA Headquarters

STATE headquarters office for the Alabama Broadcasters Assn. was established at the U. of Alabama Thursday, with the university's extension division furnishing office space, equipment and other facilities and services to the broadcasting group. ABA will have the services of LeRoy Bannerman, scriptwriter for the university's radio broadcasting services, one day a week. Bert Bank, ABA president and general manager of WTBC Tuscaloosa, described the arrangement as "the greatest step radio in Alabama has taken in many years," and said the office will work toward development "of the most outstanding system of broadcasting of any state."

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FAVORABLE reactions reportedly received by KVRH Salida, Col., following broadcast from narrow gauge train excursion to Monarch and Villa Grove in Rocky Mountain area. When members of Rocky Mountain Railroad Club conducted tour, Frank Allen, KVRH program director, manned mobile unit to give on-the-spot coverage and interviews with participants, including travelers from throughout U. S. and England. According to Mr. Allen and railroad officials, it was first time radio broadcast had ever emanated from narrow gauge train.

'Chimpantics'

SHOW with no rehearsal or script problems given try on WENR-TV Chicago by Gail Compton of Louis G. Cowan Inc., Chicago. Program, seen June 3 at 4 p.m. was made up entirely of "monkey business," with two chimpanzees set loose in room containing mirrors, bananas, jack-in-the-boxes and one lone cameraman. Show may become feature on WENR-TV, with different situations set up in room each week.

Parade Coverage

SPOKANE's lilac festival parade, which drew over 150,000 people, was occasion for live mobile coverage of double-barreled nature by KHQ Spokane, which set up a FM transmitter-and-wagon unit for under $100 by using surplus war materials. Station originally had planned to enter float in parade as promotion gimmick but decided on mobile unit as double-barreled venture that paid off in both program and promotion value. Announcers Bob Swartz and Birney Blair gave human interest touches and variety to broadcast by using roving microphone to pick up sounds of bands, comments of bandleaders, marchers, etc. For stunts announcers dropped mike down tuba, interviewed hidden man who drove float and interviewed Indian chief. KHQ had arranged with police department to roam through parade, while marchers were briefed to split and circle unit when approaching. Sixty-five bands representing schools and civic groups were in parade. Plans were arranged by KHQ President Dick Dunning.

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Programs

WNLK Public Message

EMPHASIZING plight of alcoholics and effort to cure unfortunates, WNLK Norwalk, Conn., instituted on June 1 series of weekly broadcasts in which members of Alcoholics Anonymous will tell their stories to public. Broadcasts are under direction of Rev. Carrie Wilbur Wood and are aired Thursday, 9-9:30 p.m.

Side Show Series

WEEKLY variety show consisting of clowns, jugglers, ballet, light opera and slapstick comedy, and built around sideshow theme, is being offered by WOIC (TV) Washington as new series, Wednesday, 7-7:30 p.m. Titled *The Little Top*, program stars Brooke Johns as barker and Tommy Johnson as pianist. Mr. Johns is oldtime performer of vaudeville entertainment world and appeared during '20's with famous Ziegfeld Follies. Show is produced by James McMurry.

Shut-In's Day

NETWORKS and stations cooperating with Shut-In's Day Assn., Philadelphia, to annually publicize first Sunday of June as National and International Shut-in's Day. Yesterday (June 4) was set aside for occasion to which stations contributed time. Endorsement of program received from such broadcasters as KMYR KPOF Denver, KFKA KYOU Greeley, NBC and others who were slated to air announcements and news commemorating the day.

WWJ-TV 'First'

FOR reportedly first time on public television, general audience was enabled to watch an operation when WWJ-TV Detroit presented *Operation Hospital* direct from Detroit's Harper Hospital. Producer was Walter Koste and writer-narrator Douglas Wright. Script was checked by officials and gave authentic view of operation from its start until patient was wheeled out of operating room. Documentary show was WWJ-TV's contribution to Greater Detroit Hospital Fund drive.

On U. S. Policy

TACKLING question to which everybody would like answer—"Is War Inevitable?"—WMAL Washington starts series of thrice-weekly programs headlining outstanding government and political leaders. Program is heard Monday, Tuesday and Wednesday at 9:45 p.m. Opinion on present U. S. policies will be asked of notables by Bryson Rash, White House correspondent of ABC and special events director, WMAL. Sens. Estes Kefauver (D-Tenn.), member of Senate Armed Services Committee; Margaret Chase Smith (R-Me.), American delegate to UNESCO, and Leverett Saltonstall (R-Mass.), another Armed Services Committee member, were first week's speakers.

Opera in Oklahoma

FIRST glance for many Oklahoma TV viewers behind curtain of opera company was given by WKY-TV Oklahoma City. Station's cameras went "behind-the-scenes" at production of "Carmen" given by Metropolitan Opera Co. in Oklahoma City. Dan Williams, announcer for station, interviewed stage hands and others who had part in production.

Package Shows

NEW-TYPE five-minute package programs being produced for stations by Decker Advertising, Canton, Ohio. *Men of Merit*, designed as public and employe relations show for industry, features story of honor employe of sponsor's company, stressing worker's loyalty and dependability and gains company has made through free enterprise. Background made up of outstanding news and sports events. Other show, *Mercury Magic*, is contest series based on participants' guess of 9 a.m. temperature, plus their pet "gripe." Contestants obtain entry blanks from sponsor's store week prior to broadcasts. Winner receives prize of sponsor's product with grand prize for best average for a month. Programs could be adapted for longer broadcast.

Adelphi College Workshop

STUDENTS at Adelphi College's summer radio and television workshop in New York to produce plays selected from England, France, Germany and Canada, as part of workshop's "International Radio Festival." Workshop, called Center of Creative Arts, will be held from July 5 to Aug. 15. Plays, directed by Flora Rheta Schreiber, radio, TV and theatre arts writer, will be broadcast over national stations. Also offered by Center is Television Idea Development Seminar in which best ideas for TV shows will be marketed by Charles Harrell, TV executive producer.

Family Life Series

SERIES of transcribed radio shows dealing with family life started by WSVS-AM-FM Crewe, Va., in cooperation with Commonwealth of Virginia Dept. of Mental Hygiene and Hospitals and local Jr. Chamber of Commerce. Ten week series, prepared by National Mental Health Foundation and narrated by Actor Eddie Albert, treats problems in everyday family life. Program heard Friday 6:45 p.m.

Merchandise Demonstration

MODERN methods of slashing materials handling costs were shown public recently by Chuck Tranum on *Manhattan Spotlight* show over DuMont TV Network. Invited audience of several hundred industrial and financial leaders formed live audience before which fleet of trucks demonstrated lifting, carrying and stacking of materials in warehouses by pushing buttons. Specific device pointed up on show was Automatic Transportation Co.'s transporter '101' electric truck, secret before show went on air. Program was staged in Sunnyside Garden, New York.

Visit With the Bishop

NEW series, entitled *A Visit With Bishop Wright*, inaugurated over WAAB Worcester, Mass. Show is aired Saturday, 7-7:15 p.m., and features John J. Wright, Bishop of Worcester, in informal conversation from study of his home. Series was originated by Jack Morrissey, program director, and station claims it is first regularly scheduled radio series by any Catholic bishop in country.

Traffic Information

COOPERATION of police departments of District of Columbia, Maryland and Virginia enables WWDC Washington to air essential traffic information about conditions of highways leading into District and surrounding areas. Weekend reports are given at 6:45 p.m. on Friday and Sunday for summer months. Time also has been cleared for airing of important bulletins which may come up between regularly scheduled shows. Programs are supervised by Denis Sartain, news editor, whose staff maintains continuous communication with traffic bureau of Washington and police departments.

Loyalty Discussed

STUDY of loyalty investigations and their implications in this country is subject of *Clear and Present Danger*, special documentary broadcast by ABC tonight (Monday) for one hour on 277 stations. Produced by public affairs department in New York, program was written by Joel Sayre. ABC last week mailed deckle-edged mat paper invitations to industry to hear show. One-fold leaflet featured line drawing of Statue of Liberty.

REPORT on his coverage of Battle of Iwo Jima on ABC's *Gentlemen of the Press* show by Gene Rider, chief engineer of WQAM Miami, has been included in permanent file of Marine Corps Archives.

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'VOICE' RECORDINGS
Import Duty Relief Seen

LEGISLATION that would exempt State Dept. Voice of America recordings from duties imposed under the 1930 Tariff Act has been approved by the Senate Finance Committee for consideration by the Senate. A companion bill is pending before the House Ways & Means Committee [BROADCASTING, May 15].

The Senate version (S 3545), sponsored by Sen. Walter F. George (D-Ga.), would effect such an exemption on the grounds that foreign-transcribed recordings are "becoming increasingly valuable" as regular shortwave broadcasts. Bill was introduced at the request of State Dept., while Treasury Dept., U. S. Tariff Commission and the Budget Bureau voiced no objections. The House bill (HR 8514), introduced by Robert L. Doughton (D-N. C.), chairman of the House Ways & Means Committee, is expected to be taken up once the current tax revision study is completed.

Feature of Week

(Continued from page 12)

War of Independence. Mr. Geyer had left Boston during the Revolution to return after the war and sell his property. When the Hovey building (department store purchased several years ago by Jordan Marsh) was erected, the initials were carved on a cap stone over one of the doors as a Gardner memorial.

As the years passed, the sentiment surrounding the incident also faded. It was for Messrs. Piper and Buffum to revive its meaning and to look for ways to preserve this bit of New Englandiana. In their search, they found a lineal descendant—G. Peabody Gardner, vice president and trustee of Gardner Museum on Boston's Fenway. The capstone was offered to the museum keeper but is was learned that the trusteeship prohibited either an addition or subtraction.

They were referred then to the keeper's cousins, Mr. and Mrs. Francis Lowell Gardner of Concord, Mass., who are in the same degree of relationship to SPG. The Concord family accepted custodianship of the stone, linking past with present. The ceremony of transfer was recorded at WEEI for broadcast May 21.

But the story was not over for the station. An early morning Buffum fan, Richard Edwards, vice president of Jordan Marsh and director of the store's advertising, had followed the search for the stone's home. He decided that the *New England Almanac* was the proper radio program for a 10-minute institutional type message every day at 6:35 a.m.

WEEI believes that with the signing of the "Jordan Marsh Observer," it has one of the earliest scheduled institutional programs in radio. And that's making modern history.

'LULU' AWARDS
Radio-TV Get Mentions

FOR the second consecutive year "Lulu" awards for highest achievements of women in advertising were omitted for radio or television categories. Awards were presented by Los Angeles Advertising Women Inc. in cooperation with Advertising Assn. of the West. As was the case last year, no entries in these categories succeeded in fulfilling all necessary requirements of the judges for the highest awards.

Three honorable mentions, however, were presented in these classifications: For radio program series, to Shirley Thomas, vice president of Commodore Productions, Hollywood; television commercials, Isabel Beasley of Wade Adv., Los Angeles; television program, Betty Mears, KTLA (TV) Hollywood producer.

THIS is the new studio of KBMN Bozeman, Mont., which was scheduled to go on the air May 22. Building design and engineering were done by G. Norman Pennell, manager, who said equipment was furnished by Graybar and is mostly Western Electric throughout. Owned and operated by Penn Engineering Co., KBMN operates with 250 w on 1230 kc.

WNCA PETITION
FCC Asked to Dismiss Permit

WNCA Aiken, S. C., which was denied authority for program tests by FCC a fortnight ago, has petitioned the Commission to dismiss its bid for a license and indicated it is surrendering its construction permit. Owner is Aiken-Augusta Broadcasting Co.

The CP, issued in March 1949 for 1 kw daytime on 1300 kc, was granted modification by the Commission last June to specify 740 kc. FCC gave no reason for denying the program tests. The Commission, however, has designated for hearing a protest by WSB Atlanta on interference grounds and WNCA has been made a party. The hearing has been continued to June 12.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

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radio's most authoritative fact book now in production

There is no single volume so completely designed for the radio buyer. The '50 Marketbook features the copyrighted "Spot Rate Finder," which in minutes figures the entire cost of spot campaigns. It includes every needed 1950 market-fact for fall placements. 16,500 circulation guaranteed.

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PLEASE RESERVE the space checked for the 1950 BROADCASTING MARKETBOOK. Deadline July 15, 1950. Regular rates prevail.

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LOCAL ANNOUNCER
Authors Explain Function

TRAINING THE LOCAL ANNOUNCER. By S. B. Gould and S. A. Dimond. New York: Longmans, Green & Co. Inc. 201 pp. $2.50.

AUTHORED by two Boston U. school of public relations teachers, *Training the Local Announcer* was written with the thought that most persons entering the radio field begin in the small, local station. In 12 chapters, rounded out with excerpts from various radio scripts showing style and everyday problems of the local announcer, the book lays stress on how the announcer fits into the daily operation of the station.

With emphasis on the practical side of announcing, the authors not only discuss announcers' duties and techniques but also include reference to dramatic narration, special events, news, interviews, various feature-type programs and production. Appendices are made up of a radio terms list and announcer's audition material.

New Tangier Outlet

POWERFUL new Voice of America radio station at Tangier, North Africa, now under construction by the Navy Bureau of Yards and Docks, will be completed by Oct. 1, the Defense Dept. revealed in a statement prepared for release yesterday (Sunday). Its function will be to receive programs broadcast on high frequency originating in the U. S. and rebroadcast them on high frequency to various areas of Europe and the Near East.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

Nancy Goode

This 9:15 a. m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

KMBC
of Kansas City
KFRM
for Rural Kansas

Production

FRED HAHL, formerly program director of WLOG Logan, W. Va., and before that with WTOL Toledo, Ohio, appointed production manager of WCKY Cincinnati.

DICK COVEY appointed program director of KRNT Des Moines, Iowa, succeeding **CHARLES MILLER**, resigned. Mr. Covey was Mr. Miller's assistant and head of continuity department of station until January 1950 when he joined KJFJ Webster City, Iowa. He had been with KRNT for eight years. Mr. Miller's future plans have not been announced.

Mr. Covey

CHARLES SPEARS joins announcing staff of WMBG Richmond, Va. He was formerly with WSPA and WORD Spartenburg, S. C.

DEAN MILLER and **CLIFF BAKER** join announcing staff of WCPO-AM-TV Cincinnati. **CHARLES STROTHER** appointed to traffic department of WCPO-TV.

ALLEN BOTZER, CBS Hollywood announcer, named to replace **Evelyn Lifschultz** as production supervisor for network's Hollywood branch. Miss Lifschultz left that post June 3 to join Ward Wheelock, Los Angeles, as office manager and assistant to **Diana Bourbon**, head of agency radio department [BROADCASTING, May 22].

JERRY FRANKS rejoins KECA-TV Los Angeles as floor manager after 12 weeks' leave of absence as stage manager for Los Angeles Police Show and Union Oil show.

PAUL BERLIN, formerly with WHHM Memphis, joins KNUZ Houston, Tex., with his disc show.

LINDA ZUTIA, WNJR Newark continuity writer, named copy and continuity chief of station.

RICHARD GEORGE PEDICINI of CBS Hollywood editing department transfers to Columbia Pacific Network writing staff. He replaces **HARRISON NEGLEY**, resigned to travel in Europe.

CHARLES CALVIN PHILIPS named director at WGN-TV Chicago. **SHELDON COOPER** appointed floor manager.

BEN LUDLOW appointed to conduct orchestra on *Hit the Jackpot* show on CBS, sponsored by Lever Bros. as summer replacement for *Amos 'n' Andy*.

HANK SYLVERN chosen "outstanding musical director of radio and TV for 1949-50" by *Song Hits Magazine*.

BILL MURPHY, formerly sports director and announcer at KFYR Bismarck, N. D., and after that with ABC and WMIX Mt. Vernon, Ill., and WJPS Evansville, Ind., joins announcing staff of KXOK St. Louis. **BOB SHEA**, with BBC and Armed Forces Radio as intelligence officer with 15th Air Force, joins KXOK as announcer. He was also previously with WEW St. Louis, WNOE New Orleans and KWGD St. Louis.

WALTER TYRELL added to announcing staff of WASH (FM) Washington. He was formerly with WINX Washington, WTBO Cumberland, Md., WITH Baltimore and WEAM Washington.

THOMSON HOLTZ joins staff of KFAB Omaha. He was with WOW Omaha for seven years, and before that was with KTSW Emporia, Kan.; WREN then Lawrence, now Topeka; KMBC and WDAF Kansas City.

ARTHUR C. STRINGER Jr., radio student at Syracuse U., joins WCAV Norfolk, Va., July 1 as summer relief announcer. He returns to Syracuse U. Oct. 1 for his last semester.

HOWIE LUND and **WALT (Kousin) KAY**, both former staffers of WJW Cleveland, form radio and television combo with three-hour weekly show to be aired Friday on WDOK Cleveland.

BETTY FELLERS rejoins continuity staff at WIS Columbia, S. C. **KAY COLLINS**, formerly with WKIX Columbia and WALB Albany, Ga., joins WIS continuity staff.

GENE ARCHER, singer for WNBW (TV) Washington, presented award by Veterans of Foreign Wars for entertainment of hospitalized veterans.

PAUL CRAIN, program director of KNEW Spokane, elected president of Spokane Jr. Chamber of Commerce.

BOB BOYER, musician with WRFD Worthington, Ohio, Rural Rangers, and Helen Chalk have announced their marriage.

KENT GRANT, announcer at KNUZ Houston, Tex., is the father of a girl, Cecilia Lynn.

JIM STEELE, program manager of WIRK West Palm Beach, Fla., is the father of a girl, Malinda Ann, born May 24.

MILTON E. KRENTS, producer of *Eternal Light*, on NBC, is the father of a girl, Elisabeth Joan, born May 21 in New York.

CITATION presented to John F. Royal, NBC vice president, by Orville J. Borchers, dean of Southern Methodist U.'s music school, on occasion of NBC Symphony concert in Dallas. Presentation was made over WFAA Dallas.

AIMS SESSIONS
Set for Miami June 28-30

CONVENTION of the Assn. of Independent Metropolitan Stations will be held in Miami, Fla., June 28-30 with WMIE as host station, Steve Cisler, WKYW Louisville and AIMS secretary, has announced. Business sessions will consist of roundtables on operating problems, program ideas, sales methods and promotion plans, with each topic to be moderated by a different station manager.

Simultaneously, Mr. Cisler announced that the following stations have joined AIMS: KYA San Francisco; KSON San Diego; WJXN Jackson, Miss.; KCBC Des Moines, Iowa. AIMS' membership presently numbers 34 stations from Honolulu to Miami. Membership is by invitation and is limited to one leading independent in a metropolitan area of 100,000 or more population.

PLANE CRASH
WCBI Is Early on Scene

WHEN a Navy P-80 "Shooting Star" jet airplane crashed near Columbus, Miss., it took less than 10 minutes for WCBI to send its portable equipment to the scene, tape record a description of the crashed plane and interview eye witnesses and Army officials.

General Manager Bob McRaney said the station, also representing the Mid South Network, was on the scene, in a rural area, ahead of ambulances from Columbus. Minutes later the tape recorded broadcast was fed to the Mid South Network's stations and the following evening a portion of the tape was used on the *Mutual Newsreel* over the full facilities of MBS.

Mike duties were handled by Mr. McRaney who also supervised the pickup. Incorporated into the taped broadcast were interviews with Capt. James Ward, former Air Force jet pilot and head of the Columbus recruiting office; members of the Mississippi State Highway Patrol, and residents of the area. The pilot was killed instantly in the crash.

WASHINGTON
OREGON

THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
PORTLAND OREGON

KGW

NBC AFFILIATE

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REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Experienced time salesman for 5000 net affiliate in top south market. Guarantee and commission. Box 122F, BROADCASTING.

Salesman — Aggressive, experienced salesman ABC Texas station. Draw against commission. Box 268F, BROADCASTING.

Salesman wanted. Send photo and details to KOCO, Salem, Oregon.

Salesman wanted: Send all details to WBHF, Cartersville, Georgia.

WKAT, Miami, Miami Beach has opening for man who can manage, direct sales and sales campaign. Must be of proven record and integrity; have best references. Experience handling alert, progressive sales staffs. Must sell himself and service house accounts; aid sales staff in selling and closing. This is not an easy, soft job, as we are an alert, driving outfit. Unwilling worker need not apply. Salary will be negotiated and incentive earnings will be agreed upon.

Announcers

Straight staff with 5000 watt net affiliate. Occasional special events and mc. Midsouth. Box 121F, BROADCASTING.

Announcer-engineer. Must have engineer's license. Quality announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 135F, BROADCASTING.

Personality man, versatile, original night shows. Football announcing helpful. Permanent ABC affiliate. Box 269F, BROADCASTING.

North California 250 watt independent wants announcer with 1st phone license, who can write copy, announce special events and sports play-by-play, act as program director. Give salary requirements. Write Box 277F, BROADCASTING.

Opening for summer replacement staff announcer about June 15. 1000 watt independent near Chicago. Personal interview required. Box 354F, BROADCASTING.

Florida local needs good announcer with license. Salary $60.00 to $70.00. Photo, disc and references required. Box 381F, BROADCASTING.

Major league baseball play-by-play sportscaster—$200 per week guaranteed for remainder of baseball season. Send audition disc giving sample of work, vital statistics, experience, etc. Box 388F, BROADCASTING.

Two announcer-engineers; heavy on announcing. Also two announcers. Dr. F. P. Cerniglia, KLIC, Phone 3733, Monroe, Louisiana.

Announcer-salesman wanted by northern Illinois kilowatt daytimer. $100 per month for 20 hours of announcing weekly. $100 guarantee against 15% direct commission for three months. Want good announcer with sales experience in small town market. Contact Dave Taylor, WFRL, Freeport for personal interview.

Announcer-engineer. Must have good voice. Prefer man with experience in southern states. WBHF, Cartersville, Ga.

Help Wanted (Cont'd)

Technical

Southern Muzak operation (wired music) needs experienced engineer, one with keen ear for sound and knowledge of amplifiers, equalization, etc. Work consists of installing, servicing music sound systems and studio control work. Give full information about experience and salary requirements. Address Box 387F, BROADCASTING.

Production-Programming, others

Capable program director. Initiative paramount. Ideas must be comparative with 250 watt fulltime independent operation in retail market of twenty million. Location middle Atlantic state. No floaters. No hotshots. Steady, responsible man only. Send disc, experience and references first letter. Personal interview necessary if these satisfactory. Box 234F, BROADCASTING.

Experienced female continuity and script writer. Writer of continuity and script needed by southern CBS, 50,000 watts station. Must be competent, experienced and stable. Send full details to Box 363F, BROADCASTING.

Situations Wanted

Managerial

Four years experience all phases small station operations through building by community service. Married, mature. Can sell, announce or manage. Want opportunity to prove myself to you. Box 275F, BROADCASTING.

A good result producing man, long experience in radio management and sales, net—independent, wants position as station and/or commercial manager. Knows radio from original application into successful operation. Prefer single station market with pleasant living and working conditions and permanence of job. Mature, pleasing personality, gets loyal smooth operation, sparks sales to their best. No high pressure, just down-to-earth dependable, intelligent handling. Available June 15th. Please give full details. Box 361F, BROADCASTING.

Experienced manager and commercial manager in major and small markets, both independent and network available at once. Proven sales record. Middle aged, reliable, top references from any past employer. Box 368F, BROADCASTING.

Salesmen

Salesman. Hard-hitting sales producer. Record of successful results. Serious family man. TV affiliated operation preferred. In position go any place U.S.A., but not interested in "Blue Sky" promises. Topnotch references. Box 334F, BROADCASTING.

Salesman-salesmanager for TV or TV-AM station. Presently employed as general manager 1 kw network affiliate. Strong sales record in highly competitive market. Box 358F, BROADCASTING.

15 years experience in selling, management, programming, announcing. Sober, good references, hard worker, producer, want decent overall salary. Good man for good station. Box 364F, BROADCASTING.

Salesman experienced, employed by 5 kw network station. Earning over $5000.00 per year salary desires position with successful station. Outstanding sales record, excellent personality. Ten years successful selling. Desire commission basis, only reason for contemplating change. Prefer west coast. Box 366F, BROADCASTING.

Salesman-announcer. Good background of independent operation coupled with youth determined to make good. Single, car. Box 372F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 136F, BROADCASTING.

News—Mature, experienced man with voice, delivery and writing ability, presently employed in executive capacity desires fulltime news job with station which demands the best. Box 288F, BROADCASTING.

Triple threat radio and/or TV man; ten years as radio announcer, news editor, program director; produced, directed and created TV shows; looking for permanent position requiring initiative; now employed but available for immediate interview. Box 315F, BROADCASTING.

Announcer, three years. Top mail pull. Also news, continuity, program, traffic. Answer this and you'll get your money's worth. Prefer west. Box 330F, BROADCASTING.

Invest wisely and make money—man with pleasant voice, college grad. Complete extensive course in radio broadcasting, can operate console. If interested will send audition disc and resume. Box 335F, BROADCASTING.

Announcer. DJ now employed metropolitan area 500,000 seeks change to eastern and progressive station. 3 years experience. Disc available immediately. Box 349F, BROADCASTING.

Announcer, experienced in large metropolitan city, ambitious, specializing in news and sports. Disc and details upon request. Box 353F, BROADCASTING.

Newscaster—Eager, educated, experienced, able, active, available, picture, platter, personal data, on request. Minimum, $65.00. Box 357F, BROADCASTING.

Two years experience announcing in midwest. 23, single, reliable. Desire steady position. Box 359F, BROADCASTING.

Announcer: Young, single, ambitious, college radio education, prefer New England. Box 365F, BROADCASTING.

Staff announcer, 3 years staff, all phases of radio business, including board, sports, music. Specialist on news. Single, will travel. Disc, references, information, request. Box 370F, BROADCASTING.

Announcer, personable, reliable, familiar all phases control board operation. Free to travel. Willing establish residence in station community. Resume and disc available on request. Box 373F, BROADCASTING.

Announcer, young, single, four years experience. All-round staffer. Authoritative news, strong on DJ, write copy, work board. Will travel. Disc available. Box 376F, BROADCASTING.

Sports announcer—over two years experience . . . play-by-play baseball-straight sportscasting; have also done regular staff announcing; hold first class license. Disc available on request. Box 379F, BROADCASTING.

Experienced news announcer, editor, reporter and writer. Newspaper experience also. Box 385F, BROADCASTING.

Announcer, four years experience. Can do first-rate disc show, strong newscast, fast and pleasant audience participation show. Also handle board, write copy. Disc, information on request. Box 377F, BROADCASTING.

Hold it! Announcer 3 years experience, knowledge of all phases of broadcasting specially discs and sports. Call, write, wire Jay Arthur, 2126 E. 24 St., Brooklyn. Nightingale 8-6608.

A slight southern accent with 50,000 watt experience. Specializing in news and sports. Available immediately. Phone or write Bill Borom, 703 S. Vernon, Dallas 8, Texas. W3-1014.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Experienced announcer-continuity writer. Young, married, college and professionally trained. Now with MBS affiliate. Disc jockey, sports, news, MC; good voice. Board work and remote. Prefer D. C. or Virginia location. Excellent references. Phone, write or wire . . . Allan D. Perkinson, 225 Academy Avenue, Blackstone, Virginia. Phone Blackstone 11-J.

Situations Wanted (Cont'd)

Announcer, experienced, reliable. Desire opportunity to learn selling. Married, age 22. For disc, photo, write Charles Vinzant, 225-13 95th Ave., Bellerose, New York.

Technical

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Chief engineer desires settle, prefer city under 100,000, progressive station, background 18 years. College teaching. FM research, ABC Hollywood, NBC Hollywood, 50 kw, EE Degree—now in television, reference. Age 34, steady, capable, married, financially independent, will consider stock. State all details first letter. Box 83F, BROADCASTING.

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

First phone license. Will accept job anywhere. Inexperienced, but full of ambition. Box 257F, BROADCASTING.

Engineer, experienced, versatile, wants more education. Nights or part time in university town. Salary secondary. Box 297F, BROADCASTING.

Chief engineer. Record will stand closest scrutiny, backed by well known references. Experienced with toughest directionals. Management minded. Excellent personnel relations. Box 302F, BROADCASTING.

First phone license. Young and single. Desires position. Will travel. Box 311F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) experience audio console and turntables. Worked 500 w xmitter. Single, willing to travel. Box 319F, BROADCASTING.

RCA graduate, 1st phone. Desires position with progressive station with TV in future. Limited announcing if necessary. Disc, photo, full particulars available on request. Box 350F, BROADCASTING.

Engineer, first phone, desires radio or television position, eight months experience (kilowatt AM transmitter), graduate, SRT-TV, single, 28, car, will travel. Box 369F, BROADCASTING.

Chief engineer (available 1960) providing I can start working at first position and use my new 1st phone ticket. Box 371F, BROADCASTING.

Engineer, 1st phone, single, car. Two years experience AM-FM transmitter. Studios, remotes, construction, tape and disc recordings. Available immediately. Box 375F, BROADCASTING.

Engineer, first phone, desires radio or TV position, graduate SRT-TV, single, 23, will travel. Box 378F, BROADCASTING.

First phone license. Experienced transmitter operator. Have car. Looking for position with northeastern station. Box 384F, BROADCASTING.

Engineer-announcer two years experienced operation and construction of control room and transmitter, AM and FM. Available immediately, prefer New York state. Dick Pirong, c/o WNOR, Norfolk.

Engineer — first-transmitter-control-remotes-tape recorders. Married, available immediately. Earl Davis, R.R.#2, Tell City, Indiana.

Young man desires job in out of town station. Has first class ticket, also TV background. Louis J. Dennis, 6127 Fieldston Road, Bronx, N. Y.

Production-Programming, others

Good programming and production sense. Thorough knowledge of popular and classical music. Experience in programming, announcing, commercial and production continuity, special events. These, plus willingness and ambition, are my qualifications. I hope they meet with your approval. Box 294F, BROADCASTING.

Available for production, programming, or promotion position AM or TV with opportunity. Midwest. Married, 26, industrious and steady. BA in radio. Announcing, production, writing background. Good references. Box 295F, BROADCASTING.

Professional radio newsman, commercial experience, university graduate. Deep, rich voice. Smooth, understandable air work. Strong on rewrite. Available immediately. Box 362F, BROADCASTING.

Situations Wanted (Cont'd)

For sale. Informative and entertaining children's show with eager, ambitious, competent 21 year old woman attached. College graduate, 2 years experience in all varieties of children's shows at an educational station. Box 380F, BROADCASTING.

Truly ambitious, good continuity writer desires position with a progressive station. One year experience, college graduate. Work anywhere. Cooperative and affable. Box 382F, BROADCASTING.

Attention station managers. Newsman-announcer-reporter who covered South Amboy, New Jersey explosion ABC News of Tomorrow. Ex-news director 1000 watt Virginia station seeking similar job station larger northern or metropolitan city. College graduate, married, three years experience, radio, newspaper, wire service, publicity. Leigh Smith, 763 Bloomfield, Montclair, New Jersey.

Television

Announcers

Desire opportunity in TV station. SRT-TV and Radio Announcing graduate. Dale Carnegie Course graduate. College graduate. Single, 26, car. Box 383F, BROADCASTING • *TELECASTING*.

Technical

Trained on actual TV equipment for studio remote and film operation at WPIX and at Television Workshop. Have first class amateur and AM broadcast experience. Box 374F, BROADCASTING • *TELECASTING*.

Production-Programming, others

Television sales promotion manager available. Started with pioneer TV station and still employed. Fully experienced and successful: Outstanding sales record. Expert on layouts, brochures, sales presentations as selling tools. Can produce live or film commercials. Desire TV station or agency that needs experienced, executive type, responsible and capable young man. Resume and presentation upon request. Box 386F, BROADCASTING • *TELECASTING*.

For Sale

Stations

Exclusive east south central small network affiliate. $20,000 down. Box 355F, BROADCASTING.

Minority interest and unrestricted management of long established network station available to man who can qualify. This is midwest, single station market. Station making nice profit now. Other interests only reason for this opportunity. Identify yourself in full first letter giving all details. Personal interview necessary. Write Box 352F, BROADCASTING.

Texas daytimer. Only station serving two growing communities. Profitable. $42,500. Box 356F, BROADCASTING.

FM station complete. In operation one year. Strong signal reaching into Minneapolis and St. Paul, Minnesota. Box 360F, BROADCASTING.

California 1000 watt fulltime regional in excellent market now reorganizing. Unusual opportunity available to parties interested acquiring controlling interest in well constructed station, with abundance of good will in community. Address Owner, Post Office Box 485, Inglewood, California.

Equipment, etc.

Two Scott dynamic noise suppressors, type 910-C. Condition like new. Gray finish. Original cost $590.00 each. Box 351F, BROADCASTING.

200 stations have saved $500,000 by using my shortwave remote pickup equipment. Complete, guaranteed, ready to install, as per my article in NAB Handbook. Low priced. Write Wm. C. Grove, KFBC, Cheyenne, Wyoming.

For sale—RCA BTF—3B, 3 kw FM transmitter, like new; two sets of tubes; 2 crystals, 93.7 megacycles. Spare parts, high voltage plate transformer. Also RCA BF—14AB aluminum, four-section, pylon antenna, complete with obstruction lights, vibration dampers and photo-electric light control equipment. All offers considered. F.O.B. Granite City, Illinois. Write, wire Chief Engineer, KXOK-FM, 12th and Delmar, St. Louis 1, Missouri.

For Sale (Cont'd)

For sale or trade: Panacoustic 2 studio consolette—$350.00. DuMont 274 oscilloscope—$75.00. Truscon 168 foot self-supporting tower—$500.00. RCA ET 4250 transmitter 250 watts—$750.00. Brush 401 tape recorder—$75.00. GR 732 distortion meter and GR 733 oscillator—$65.00. GR 731 A modulation monitor—$100.00. GE BC 1A console complete—$1000.00. Contact Chief Engineer, WFTL, Fort Lauderdale, Florida.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Merger of WJLK and WCAP, Asbury Park, N. J. makes available immediate sale 1 GE 250 watt FM transmitter, 1 WE 25B console. Good condition. $1,250 each FOB. Will trade a/c 250 watt AM transmitter.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Manager and chief engineer of a southern station would like to buy station in south through earnings. Can give results and not clock watchers. Box 283F, BROADCASTING.

Experienced, successful manager interested in buying or leasing small station in south. No brokers. Full details to Box 348F, BROADCASTING.

Equipment, etc.

Turntable, preferably RCA, complete with pickup. State lowest prices and age. Box 37F, BROADCASTING.

Wanted to buy—1 kw AM transmitter. Prefer Raytheon RA-1000 or Gates BC-1E. Must be in good condition. Write full details and price to WVOP, Vidalia, Ga.

Equipment for 1 kw station. Send details and lowest price. Cal Young, Hillmont Drive, Nashville, Tennessee.

Television

Help Wanted

Technical

TELEVISION ENGINEERS
EXPERIENCED

Engineers and technicians with commercial radio or television experience for TV network studio operations in New York City area. Send full resume.

BOX 347F
BROADCASTING • *TELECASTING*

Help Wanted (Cont'd)

Production-Programming, others

PROGRAM DIRECTOR
WANTED

If you have been a successful program director for at least five years; have ideas, energy and the know-how to build high Hoopers; if you can build shows that will sell; if you know music, copy, production; if you have the type of excutive ability which gets results, without antagonizing others; if you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5000 watt station—send us complete details about yourself, including past positions, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 367F, BROADCASTING

Situations Wanted

Managerial

PEACE

Successful but somewhat exhausted agency radio-TV director wants managership of radio station in small town. Fully experienced in sales, production and promotion. Not a dreamer, but a thoughtful hard-working man looking for a pleasant town in which to stay and raise a family. 28 years old, married. Minimum $7,500. Write or wire Box 345F, BROADCASTING.

Announcers

FOR SALE

Talents of highest rated morning man on 50,000 watt station in large eastern city. Does relaxed type of show with impressive sales record. Gladly send platter. Available after June 17.

BOX 389F, BROADCASTING

Eastern Major Market
Station-$125,000.00

A well established independent facility with a consistent record of sound development and fine profits. Here is a well operated property that has been meeting TV competition for years and its sales and profits are better than ever. Price of $125,000.00 is an unusually low ratio to earnings. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Situations Wanted (Cont'd)

Production-Programming, others

COMPETENT
DEPENDABLE
EXPERIENCED

That's the solid reputation earned by a creative young man presently a network producer-director, but able to handle wider, more challenging responsibilities and anxious to do so. He's now directing an award-winning radio drama, has an active finger in the television production pie. Background includes an excellent writing record and familiarity with the advertising business as a whole. A strong addition to any organization, he'd be a highly valuable assistant to an agency radio-television chief. Present and past employers will back up these claims. Now in Chicago, he prefers moving east, but will stay in Chicago for a sufficiently demanding spot. Personal interview can be arranged in New York or Chicago within two weeks. Box 346F, BROADCASTING.

For Sale

Equipment, etc.

179 foot self-supporting non-insulated Blaw-Knox tower, all new bolts, perfect condition, disassembled ready for immediate shipment, $1,250.00. Four (150 ft.), seven (200 ft.), three (300 ft.), three (360 ft.), two (500 ft.) base insulated triangular Phillips Towers, including all hardware. For price information wire or write J. J. Phillips & Son, 124 E. Lachappelle Street, San Antonio 4, Texas. Telephone Fannin 4616.

BACKS BOXING

WWCA's Tourney Succeeds

WWCA Gary, Ind., is convinced that a station can promote an amateur boxing tournament as effectively as the local paper. When the Gary newspaper and three local amateur clubs could not see eye to eye in sharing gate receipts of the scheduled 20th annual Golden Gloves Tournament in Gary this year, the station decided it was time to lend a public hand.

With the tournament only a few weeks off, WWCA offered radio time to both sides. The newspaper refused, but coaches and fighters jumped at the opportunity to enter the ring of public opinion. Several days before the tourney was to open, the clubs withdrew their fighters and the tournament was cancelled.

Two months later, WWCA formed a non-profit group with members made up of Dee O. Coe, WWCA general manager and Jim Fitzgerald, account executive; Tony Zale, former middleweight champion and a Catholic Youth Organization boxing instructor; Father Laurence Grothouse, of CYO; officials from the three clubs, and businessmen, to promote the Calument Boxing Championship Tournament. With the avenue of newspaper advertising closed to it, the association promoted by radio spot, placard, and ticket canvassing. Result, reports WWCA, which broadcast the entire two nights (May 9-10) of 38 bouts, was a take of $2,732 giving a net profit of $1,500. Each of the clubs received $250 with the remainder banked by the association which plans "a bigger and better tournament" next year. WWCA netted $500 from sponsorship of broadcasts, nothing from the actual tournament.

SIMUL-PULSE

Network, Non-Network Listening Compared

N NEW YORK during the daytime hours, women represent a larger roportion of the audience of network stations than they do of the indeendent stations—79.3% against 69.2%. Housewives (most but not all f the feminine daytime audience) make up 69% of the network audince but only 55% of the audience f the non-network stations. These acts were revealed May 23 by obert Hoffman, research director f WOR New York.

Speaking at a radio-television uncheon meeting of American Marketing Assn. at New York's Hotel Shelton, Mr. Hoffman also reported that a greater proportion f the listeners to independent staions are in the lower income brackets than network station listeners—33.1% daytime and 29.3% evening for the non-network staions compared with 26.8% daytime and 24.8% evening for the network outlets.

Network station listeners are mostly over 35 years old, independent station listeners mostly under 35, the daytime percentages being 66.3% for the network stations, and 45.2% for the independents, with the nighttime pattern about the same, he said. In the early evening hours, 69.4% of the network station listeners are married persons, against 55.5% of married listeners to independent stations.

Source of those statistics, Mr. Hoffman said, were two surveys made in the 16-county Metropolitan New York area last November (covering 46,000 homes) and last February (covering 45,000 homes), using a new rating technique, the Simul-Pulse. This method uses house-to-house personal coincidental interviews, the respondents being questioned about the programs on the air at the time of the interviews, which were made between 9 a.m. and 8 p.m. on a Monday-Friday basis.

The interviews were made in homes without telephones as well as those with them and included information about age, sex, income and marital status of the residents as well as about whether a radio or TV set was in use, who was listening or viewing and to what program and whether more than one set was in use in the household at the time of the interview.

Explaining that the Simul-Pulse surveys were originated by WOR in cooperation with The Pulse Inc., because "we think this is the way to get the answers that time salesmen and timebuyers need and can use," Mr. Hoffman added: "We hope others will join us in making future surveys of this type."

These answers are especially important at this time of high interest in comparative radio-TV audiences, Mr. Hoffman pointed out, noting that "while ratings are basic, they can't be used alone. We've been so busy counting noses we've overlooked listeners as people," he added.

He reported that daytime differences between Simul-Pulse and other ratings are greater than those found at night; from 9 a.m. to 6 p.m. the Hooper was 14.1, Pulse 24.1 and Simul-Pulse 21.5 in November. For the 6-8 p.m. period, Hooper showed 30.1, Pulse 32.2 and Simul-Pulse 30.0. (Hooper data represent an average of Oct.-Nov. and Nov.-Dec. reports, he said.)

Hooper credited television with 34.6% of the audience, Mr. Hoffman said, compared with 16.9% given TV by Pulse and 17.5% by Simul-Pulse. "This type of material leads us to believe that Hooperatings sell radio short," he stated, adding:

"We have no desire to underestimate TV. We feel that in the future its share of audience will be more than 50% at night. But we don't know when. Neither do we want to undermine the rating services."

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
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• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
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O'DANIEL PLANS

Not Eyeing Governorship

FORMER Sen. W. Lee O'Daniel, who used radio for his political rise in Texas, ended the guessing about his possible intentions in the coming gubernatorial race in the state [CLOSED CIRCUIT, April 24] by announcing in a May 28 broadcast that he was not running. Instead, he said, he was setting up an insurance company, to be called the W. Lee O'Daniel Life Insurance Co.

However, he announced plans for a regular radio program on which he would hold forth "to save our Constitutional form of government in Washington from Socialism and Communism." Details of the broadcasts planned were not given. He spoke from his Fort Worth home over WBAP-820 Fort Worth and a number of other stations from the Lone Star Chain.

Allied Arts

ROBERT T. CONNER appointed plant manager of Elizabethtown, Ky., plant of Muzak Corp. He formerly was associated with Decca records, and has been in the industry for 32 years.

ASSOCIATED PROGRAM SERVICE sending special program feature built around National Tennis Week (June 24-July 1) to its subscriber stations. Show reviews origin, history and little-known facts about game. Special merchandising material, publicity releases and suggestions for sponsoring tennis match in community accompany program.

Equipment

H. WARD ZIMMER elected executive vice president of Sylvania Electric Products Inc., New York. He has been vice president in charge of operations for past 2½ years. He joined company in 1919.

Mr. Zimmer

GEORGE E. BURENS, manufacturing manager of General Electric Co.'s affiliated manufacturing companies department, named acting general manager of Locke Inc., G-E affiliate in Baltimore. **R. G. BELLEZZA**, president of Locke, will devote full-time to utilities and industrials marketing activities. **CLARENCE H. LINDER**, formerly assistant to general manager of General Electric's apparatus department, appointed manager of engineering and acting manager of manufacturing of company's affiliated manufacturing companies department.

JAMES S. KNOWLSON, board chairman and president of Stewart-Warner Corp., re-elected to that post with all other incumbent officers. Cash dividend of 25 cents per share on $5 par value common stock declared payable July 8 to holders of record June 16.

GLENN E. WEBSTER, former NBC operations supervisor and sales engineer at Collins Radio Co., appointed distribution manager of Scott Radio Labs., Chicago. He organized his own engineering firm in 1948, selling radios, television sets and appliances, after working as sales engineer for Turner Microphone Co.

WILLIAM HUMPHREY DOHERTY, director of electronic and TV research for Bell Telephone Labs., New York, to be awarded honorary degree of Doctor of Science June 7, by Catholic U. of American, Washington.

On All Accounts

(Continued from page 12)

copy of her mother, who is the office mascot.

In addition Eileen has kept very active in local talent groups ever since she graduated from Iowa State. She played lead for three years with one group and in the last two years she has added radio work, taking part in short drama skits etc.

Modestly enough, Eileen says that her part in radio has been comparatively small "but probably as enthusiastic as someone in a bigger market. Fortunately here in Cedar Rapids we have one of the finest radio stations in the country, WMT. Their network operation is an inspiration to anyone in this field."

Rule Amended

RELAXATION of Sec. 1.313 of FCC's rules relating to the installation and removal of broadcast and non-broadcast transmitters was effected by the Commission last week. The rule was amended to provide that application no longer must be made 60 days prior to the date such equipment is to be removed. The requirement for 60 day prior filing of application to install new transmitting apparatus continues.

Miss Elaine Brown
Dancer-Fitzgerald-Sample
New York City

Dear Elaine:

Folks like you is lookin' fer fast growin', money spendin' towns, ain'tcha? Well, yuh cain't afford ter overlook Charleston, West Virginny, th' home town uv WCHS! An item come through on th' AP ticker t'other day comparin' West Virginny business in 1948 with thet in 1939, an' y'know what, Elaine? Retail sales in 1948 wuz more'n one and a quarter billion dollars — more'n three times what they wuz in 1939! An' wholesale dealin's wuz nearly four times whut they wuz before th' war! Now thet sure is a big increase, an' it jest means one thin', Elaine. It means the folks livin' within th' reach uv WCHS is makin' an' spendin' money! An' don't fergit thet WCHS' 5000 watts on 580 makes it th' best salesman fer yuh in this big, expandin' market! Jest tho't I'd let yuh know sosen yuh kin git yore share uv this new business fer yer clients. It shore pays ter use WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

Promotion

"PERSONALITY promotion" built around the use of caricatures keynoted KDAL Duluth's booth presentation at city's annual Home Show. Theme at booth was slogan, "Duluth's Brightest Stars Shine on KDAL." Over 18,000 visitors watched nationally famous caricaturist, Lenn Redman, in action each afternoon and evening during five-day show. Projector made it possible for crowd out front to view each sketch on large screen in booth. Promotion was carried out by large back-lighted displays of 12 staff personalities done by Mr. Redman. Air personalities worked booth in shifts, and over 6,000 listening guides carrying slogan and displaying photos were handed out at show.

Summer Service News

NEWS modeled in summer clothing offered listeners by WBAL Baltimore. Scheduled to run until Labor Day, broadcasts of one to three minutes long keep residents and non-residents posted on summer activities in Maryland with accent on beach conditions, fishing facilities, traffic problems, weather forecasts, etc. Promotion plan, to stimulate home, auto and portable radio listening, is topped with quarter-hour show, *Summer in Maryland*, Wednesday, 7:30-7:45 p.m., saluting cities, towns and resort areas. All news summaries incorporated into local programs during day.

WFAA-TV Debut Hailed

TWENTY-SIX page supplement of *The Dallas Sunday Morning News* May 21 devoted to start of programming by its TV station, WFAA-TV [TELECASTING, May 29]. Station supplemented KBTV (TV) which was acquired by *News* on March 17. WFAA, AM facility, was tied in with promotion and features. TV section also carried liberal supply of dealer advertisements.

Kansas City Story

POSTCARD promoting "the dynamic story of Kansas City" in the June 1 *Hallmark Playhouse* on CBS mailed by KMBC that city, with suggestion, "Maybe some of your friends would like to listen, too, and hear what's really going on in Kansas City."

Progressive Window

WINDOW display in Boston tied in the place of radio in 50 years of city's progress. Made by WCOP-AM-FM that city, display was composed of pictures of radio 25 years ago. Early WJZ New York transmitter, first studios of KDKA Pittsburgh, first mass produced home receivers and pictures of early control rooms were among those displayed. On other side of window were pictures of WCOP's modern studios and master control room as well as network and WCOP performers.

Official Change

TO publicize moving of *The Ruggles* to new address and to new program time, KECA-TV Los Angeles promotion department sent official government post office change of address cards to television editors and columnists. Lewis Food Co., Los Angeles, sponsors family-type show which stars Charles Ruggles.

Show Move

CAST of *Sunday Down South* show, sponsored by Lion Oil Co., Eldorado, Ark., over WSM Nashville and 25 station Southern network, was recently flown by sponsor to Hot Springs for Arkansas District Rotary Convention. Two DC-3 planes were chartered for "lift" which involved moving some 47 performers, engineers and production men.

Eyes on WFMY

SURREALISTIC drawing of eye enclosing cameraman draws attention to WFMY-TV Greensboro, N. C.'s latest promotional effort. Brochure is titled, "Keep Your Eye on WFMY," and is printed in Kelly green over white. Eight-page booklet includes pictures and information on set sales, TV's advertising impact, types of programs carried and cross-section of advertisers now effectively using station.

Awards to Youth

THREE YOUTHS who have contributed to their communities, and thus helped fight "stigma of juvenile delinquency," were honored May 22 at Popsicle Youth Awards banquet in Chicago's Blackstone Hotel. Chicago event, duplicated in other cities, was sponsored by WLS that city, which broadcast dinner events and presentation of the awards for half-hour following day. Among special guests were Gov. Adlai Stevenson, Mayor Martin Kennelly and James E. Edwards, president of Prarie Farmer-WLS.

Trade Reprint

SHOCKING pink reprint of advertisement which appeared in BROADCASTING, May 29, sent to trade by WBT Charlotte, N. C. Bulletin is 42 inches long with drawings of men dressed in suits with WBT written on collars performing services for delighted public. Caption across top proclaims, "WBT delivers a bigger share of audience than any other Hooperated 50,000-watt station in the nation . . . try WBT FOR SIZE!"

Election Success

IMPRESSIVE measure of sponsor pull in election broadcast May 23 over WJHP Jacksonville, Fla., given Duval Motor Co. (Ford dealer) by unusual station request. When final returns were being aired ahead of schedule, Reggie Martin, WJHP general manager, thought up idea of asking listeners to telephone for specific precinct returns in which they were interested. As result, station's switchboard was swamped with calls for an hour.

KSD-TV Explains Why

ADVERTISEMENT placed in St. Louis *Post-Dispatch* by KSD-TV St. Louis explains to viewers reason for kinescoping many of its network programs. According to station, time conflicts arise because KSD endeavors to bring as many programs as possible from the four major TV networks—NBC-TV, CBS-TV, ABC-TV and DuMont—and necessarily some programs are sent over cable at same time. Ad illustrates conflicts by mentioning specific programs and when they are scheduled.

KFH Ark Valley Boys

DESIGNED for counter display and direct mail, two-color folder sent to prospective advertisers and booking agents by KFH Wichita, features the KFH Ark Valley Boys. First fold, die cut around tops of figures, shows band picture. Second fold carries photo of Leader Speedy Fogel with inside fold showing shots of band and Austin Sisters, girl duet who accompany band.

KRNT Baseball Day

BASEBALL Day in Des Moines found KRNT that city parading float downtown with Sports Director Al Couppee announcing afternoon game time and Don Bell, disc jockey, at turntables. Tickets for "Complimentary Radio Box Seat" distributed with station's game broadcast schedule printed on back. At week's luncheon meeting of Des Moines Advertising Club, a ticket, bag of peanuts and Coke were arranged at each plate by station. Station announcements, newspaper ads and placards rounded off promotion.

Rolling Bandwagon

NEW, brightly-painted bandwagon, resembling circus wagon, made its debut at 1950 Tulsa Home Show. Wagon belongs to KTUL Tulsa, and was laden with tape recorders and entertainers while roving aisles of Home Show, visiting booths of more than 100 exhibitors.

Brochure on Adams

BROCHURE with three-minute, seven-inch, 78 rpm record being prepared by KMOX St. Louis to promote Lee Adams of *Housewives Protective League* program. It will contain complete historical breakdown and some testimonials accrued over five years program has been aired locally. Such facts as Mr. Adams' mail pull—over 100,000 letters a year—and number and type of sponsors will be emphasized, KMOX says. Five hundred brochures being prepared.

Personnel

R. DAVID KIMBLE joins WBBM (CBS) Chicago as sales promotion manager June 12 after working on NBC Central Division promotion staff for three years. He now is promotion manager of WIND Chicago.

MARION ANNEBERG, formerly with MBS New York, joins WDSU-AM-TV New Orleans, as promotion director.

WILLIAM G. WILSON joins public relations staff at WGN Chicago after working at Brown & Bigelow and as publicity director of Redpath Bureau.

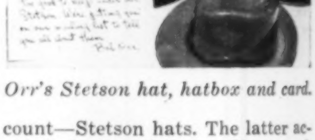
SHEY KAPLAN, promotion director for WNOR Norfolk, Va., resigns. Future plans have not been announced.

ORR'S STETSON

Looks Good on K&E's Mills

ROBERT W. ORR Assoc., New York, recently sent to advertisers a miniature Stetson hat, complete with hatbox, along with a card from Bob Orr, president, reading "things are happening in this agency that are just too good to keep under our Stetson. We're putting you on our mailing list to tell you all about them."

The promotion piece backfired slightly, however, when Mr. Orr began to receive phone calls congratulating him upon his new account—Stetson hats. The latter account is handled by Kenyon & Eckhardt, New York.



Orr's Stetson hat, hatbox and card.

To amend for any hurt feelings Mr. Orr then sent Dwight Mills, president of K&E, a brand new Stetson hat.

Promotes Hoover Report

THE ADVERTISING Council will conduct a national campaign to promote the Hoover Commission's report. J. Walter Thompson, New York, has volunteered to contribute time and talent to prepare material to be used in the campaign.

HENRY L. CROWLEY Co., West Orange, N. J., has developed "Croloy Radio Rod" coil serving as antenna system, both improving reception and saving space, according to firm.

Gates has it
IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

FOR
INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA INC
366 Madison Avenue, New York
Murray Hill 2-8755

FCC Actions

(Continued from page 67)

May 31 Decisions . . .

BY THE SECRETARY

KDFC San Francisco—Granted mod. CP to change studio location from to be determined, San Francisco to Sausalito, Calif. also granted waiver Sec. 3.205(a) of Rules to permit indentification as San Francisco station.

Following granted mod. CPs for extension of completion dates as shown: WFMY-TV Greensboro, N. C., to 12-6-50; KTTV Los Angeles, to 9-30-50; KFI-TV Los Angeles to 12-30-50; KREL-FM Goose Creek, Tex. to 11-21-50; KLIC Monroe, La. to 8-22-50; WGES Chicago to 5-27-50; WPNF Brevard, N. C. to 7-24-50; WIS-FM Columbia, S. C. to 10-6-50; KTSA-FM San Antonio to 9-15-50; WJZ-FM New York to 12-16-50; KG2XBI Lancaster, Pa. to 11-15-50; WKYB Paducah, Ky. to 11-15-50; KBOK Waterloo, Ia. to 12-14-50 (cond.); WEIR Wierton, W. Va. to 8-27-50 (cond.); WCAR near Pontiac, Mich. to 12-1-50; KGVO Missoula, Mont. (cond.) to 8-11-50.

KSUB Cedar City, Utah—Granted license change frequency and power, install new trans. and DA-N, change trans. location. 590 kc 1 kw unl DA-N.

KSIL Silver City, N. M.—Granted CP to install news trans.

KSCJ-FM Sioux City, Ia.—Granted mod. CP for extension of completion date to 11-30-50.

WHVR Hanover, Pa.—Granted license change hours of operation and power and install DA-N; 1280 kc 1 kw-D 500 w-N DA-N.

KONO San Antonio—Granted license change frequency increase power, install DA-N and new trans. and change trans. location; 860 kc 5 kw-D 1 kw-N DA-N.

KFJI Klamath Falls, Ore.—Granted license change frequency, increase power, install new trans. and DA-N change trans. location and change studio location; 1150 kc 5 kw-D 1 kw-N DA-N.

WJZ-TV New York—Granted CP install aux. trans. to operate on Chan. 7; ERP: vis. 0.425 kw, aur. 0.207 kw.

WBAY Green Bay, Wis.—Granted CP install aux. trans. at present site of main trans. on 1360 kc 250 w DA-N.

WHSY Hattiesburg, Miss.—Granted CP install new trans.

WPRC Lincoln, Ill.—Granted mod. CP for approval ant. and trans. and studio locations.

KVAS Astoria, Ore.—Granted license new AM station; 1050 kc 250 w D.

KGNB New Braunfels, Tex.—Granted license new AM station; 1420 kc 1 kw D.

KGLN Glenwood Springs, Col.—Granted license new AM station; 1340 kc 250 w unl.

WGAI Elizabeth City, N. C.—Granted crease in power and install DA-2; 560 kc 1 kw-D 500 w-N.

(DA-2): 560 kc 1 kw-D 500 w-N.

KPRC Houston, Tex.—Granted license install new trans.

KBLF Red Bluff, Calif.—Granted license install new trans.

WOAI San Antonio, Tex.—Granted license to use WOAI-TV tower and ant. for presently licensed 5 kw aux. trans.

General Teleradio Inc., Washington, D. C.—Granted license for new remote pickups KGB-331; KA-2880-1-2; KA-3130.

KFPW-AM-FM Fort Smith, Ark.—Granted involuntary transfer of control of licensee corp. from John A. England, deceased to Alice R. England, executrix of the estate of John A. England, deceased.

WDBO-AM-FM Orlando, Fla.—Granted involuntary transfer of control from George C. Johnston, deceased, to Dr. Meredith Mallory and Addison L. Williams, executors of the estate of George C. Johnston, deceased.

Northeastern Indiana Bcstg. Co., Inc., Ft. Wayne, Ind.—Granted CP for new remote pickup KA-6755.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted CP for new STL KIB-99.

WPGW Portland, Ind.—Granted mod. CP to change trans. location.

WRAC Racine, Wis.—Granted mod. CP to change type trans.

KIHR Hood River, Ore. — Granted mod. CP for approval of ant., trans. and studio locations.

KICD Spencer, Ia.—Granted CP to install new trans.

WMOD Near Moundsville, W. Va.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

W. Albert Lee, Houston, Tex.—Granted CP & license new remote pickup KA-3125.

KALE-FM Richland, Wash.—Granted mod. CP to change studio location.

WFRL Freeport, Ill.—Granted request for authority to reduce hours of operation during months of May through Aug. in order to sign-off at 6:00 p.m., CST.

WCAT Rapid City, S. D.—Granted authority to remain silent for a period beginning June 1 and ending in no event later than Sept. 12, 1950, in order to observe summer vacation only.

June 1 Decisions . . .

BY COMMISSION EN BANC

Licenses Extended

Present licenses of following were further extended on temporary basis to Sept. 1, 1950: KELK Elko, Nev.; KMNS San Luis Obispo, Calif.; KFDW Helena, Mont.; WHED Washington, N. C.; KSFE Needles, Calif.; WDEL Wilmington, Del.; WPDQ Jacksonville, Fla.; WNEL San Juan, P. R.; KNAF Fredericksburg, Tex.; KOB Albuquerque; WWDC-(formally WOL), Washington D. C.; WTAR-FM Norfolk, Va.; WFMN-FM Alpine, N. J.; WPEN-FM Philadelphia; WCSI-FM Columbus Ind.; Albuquerque Bcstg. Co. exp. TV station KA-3427.

Licenses Renewed

Licenses for following FM stations were renewed for period ending June 1, 1953: KWKW-FM Pasadena, Calif.; WAJR-FM Morgantown, W. Va.; WBET-FM Brockton, Mass.; WCTC-FM New Brunswick, N. J.; WEEX Easton, Pa.; WHAI-FM Greenfield, Mass.; WPOE-FM Elizabeth, N. J.; WSTC-FM Stamford, Conn.; WUSJ-FM Lockport, N. Y.; WFRO-FM Fremont, Ohio; WSOU South Orange, N. J.; KCRW Santa Monica, Calif.

WBEC-FM Pittsfield, Mass.—Granted renewal of license for period ending June 1, 1952.

WOCB-FM W. Yarmouth, Mass. — Same.

KMUW Wichita, Kan.—Same.

WNAE-FM Warren, Pa.—Granted renewal of license for period ending June 1, 1951.

WAER Syracuse, N. Y.—Same.

WATL-FM Atlanta, Ga.—Granted renewal of license on temporary basis to Aug. 1.

Extension Granted

KARK Little Rock, Ark.—Granted further extension of license on a temporary basis to Sept. 1 and extended to Sept. 1 time for achieving compliance with sec. 3.109 of rules.

WJOL Joliet, Ill.—Granted further temporary extension of license to Sept. 1 and further extended to Sept. 1 time within which to comply with section 3.109 of rules.

Renewal Granted

WHIL-FM Hempstead, N. Y.—Granted renewal of license for period ending June 1, 1953.

WBUZ (FM) Bradbury Heights, Md. —Same.

Licenses Extended

Licenses for following stations were extended on temporary basis for period ending Sept. 1: WJRI Lenoir, N. C.; KPIX-TV and KA-2083 San Francisco; WLBJ Bowling Green, Ky.; WKAX Birmingham, Ala.; WNDR-FM Syracuse; WWJ-FM Detroit; KBYR Anchorage, Alaska; KVOE-FM Santa Ana, Calif.; WEED-FM Rocky Mount, N. C.; WILA (FM) Woodstock, Ill.; WSRS-FM Cleveland Heights, Ohio; WHKW Madison, Wis.

Licenses for following stations were further extended on temporary basis to Sept. 1, 1950: WBBM Chicago,, WCBS & aux. New York; WCCO Minneapolis; WBBM-FM Chicago; WEEI-FM Boston; WTOP-FM Washington, D. C.; WCBS-TV New York, and exp. TV stations KA-4454-KA-4457, KE2XIA, KE2XJC, all area, New York City and owned by Columbia Bcstg. System; KNBC San Francisco, KOA Denver, WMAQ Chicago, WNBC New York City; WNBC-FM New York City, WRC-FM Washington; WNBT & aux. New York, WNBW (TV), Washington, D. C., exp. TV stations KA-4832 to KA-4840, and KA-2104, KA-3372, all NBC stations. WENR Chicago, KGO San Francisco; WJZ & aux. New York City; WENR-TV Chicago; KA-4180, KA-4440 to KA-4445, all exp. TV stations owned by ABC; KDKA-FM Pittsburgh, Pa.; KYW-FM Philadelphia, WBZ-FM Boston, WBZA-FM Springfield, Mass., WOWO-FM Ft. Wayne, Ind., and exp. TV station KA-4878, all owned by Westinghouse Radio Stations, Inc.; WGY & aux. Schenectady; WRGB (TV) Schenectady; exp. TV stations KA-2106, KA-2017 and KEA-92, and developmental station KE2XCV Syracuse all owned by GE; WABD New York, and exp TV stations KCA-61 KE2XDR, KA-3431, KA-3422, KE2XDN, KA-3463, KA-3134, KE2XDQ, KA-4448, all owned by Allen B. DuMont Labs Inc. WBKB Chicago, and exp. TV stations KA-3428, KA-3429, owned by Balaban & Katz Corp.; KA-3436, KM2XBB, KA-4841, KA-4842, exp. TV stations in Los Angeles owned by Paramount Television Productions Inc.; KA-4891, KA-4892, KA-4893, exp. TV stations in Los Angeles owned by KTTV Inc.; WPTZ Philadelphia, owned by Philco Tele. Bcstg. Corp.; WXYZ-TV Detroit, and exp. TV stations KA-4865, KA-3136, owned by WXYZ Inc.

Extension Granted

Philco Tele. Bcstg. Corp., Philadelphia—Granted extensions of TV relay stations KGB-50 through KGB-59 until Dec. 31.

Renewal Granted

WHHM Memphis, Tenn.—Granted renewal of license for period ending Feb. 1, 1953.

Following stations were granted renewal of licenses for regular period: KBRS Springdale, Ark.; KDAN Oroville, Calif.; KFYO Lubbock, Tex.; KHUB Watsonville, Calif; KIHN Hugo, Okla.; KLMR Lamar, Col.; KROS Clinton, Iowa; KPDN Pampa, Tex.; KSIL Silver City, N. Mex.; KTXJ Jasper, Tex. KVKM Monahans, Tex.; KWOC Poplar Bluff, Mo.; WALL Middletown, N. Y.; WBIW Bedford, Ind.; WCYB Bristol, Va.; WEIM Fitchburg, Mass.; WHAP Hopewell, Va.; WIPR Santurce, P. R.; WKGN Knoxville, Tenn.; WKOZ Kosciusko, Miss.; WKRZ Oil City, Pa.; WKUL Cullman, Ala.; WLEX Lexington, Ky.; WMID Atlantic City, N. J.; WRHI Rock Hill, S. C.; WWGS Tifton, Ga.; WAIR Winston-Salem, N. C.; WERD Atlanta; KWNW Wenatchee, Wash.; KIBH Seward, Alaska; KLCN Blytheville, Ark.; KMYR Denver; KVER Albuquerque; WVNJ Newark, N. J.

Don Lee Bcstg. System, Los Angeles —Granted renewal of exp. TV licenses KM2XCY, KM2XBD for regular period.

King Bcstg. Co., Seattle, Wash.—Same for KA-4845.

King-TV Seattle, Wash.—Granted renewal of TV license for period ending Feb. 1, 1951.

Licenses Extended

Licenses for following FM stations extended to March 1, 1951: KDYL-FM Salt Lake City; WBTM Danville, Va.; WFNC-FM Fayetteville, N. C.; WHOP-FM Hopkinsville, Ky.; KJBS-FM San Francisco; WHAS-FM Louisville; KING-FM Seattle.

Licenses for the following were extended to March 1, 1952; WATT-FM Newark, N. J.; WKOK-FM Sunbury, Pa.; WCOU-FM Lewiston, Me.

Licenses for following FM stations extended to March 1, 1953: WCRS-FM Greendwood, S. C.; WMBI-FM Chicago; WOPI-FM Bristol, Tenn.; WROL-FM Knoxville, Tenn.

Following granted changes in facilities as shown:

WERC-FM Erie, Pa.—Change power from 20 kw to 9.7 kw and ant. from 394 ft. to 400 ft.

WLBR Lebanon, Pa.—Change power from 640 w to 720 w and ant. from 300 ft. to 290 ft.

WSYR-FM Syracuse, N. Y.—Change power from 10.5 kw to 10 kw and ant. from 640 ft. to 480 ft.

WHOP-FM Hopkinsville, Ky.—Change power from 22 kw to 8.7 kw.

WLEU-FM Erie, Pa.—Change power from 20 kw to 7.8 kw and ant. from 500 ft. to minus 70 ft.; cond.

WEST-FM Easton, Pa.—Change power from 16 kw to 11 kw, ant. from 545 ft. to 50 ft.; cond.

KTRH-FM Houston, Tex.—Change power from 350 kw to 29.5 kw and ant. from 520 ft. to 470 ft.

WCHI Chicago Heights, Ill.—Change power from 400 w to 255 w and ant. from 150 ft. to 170 ft.

WJLB-FM Detroit—Change power from 30 kw to 3.3 kw.

WJPB Fairmont, W. Va.—Change power from 14 kw to 4.8 kw.

WARL-FM Arlington, Va.—Change power from 13.8 kw to 2.9 kw; ant. from 345 ft. to 270 ft.; cond.

WNOI Oak Park, Ill.—Change TPO from 380 w to 750 w.

KNOB Long Beach, Calif.—Change TPO from 135 w to 200 w.

Extension Denied

Sarkes Tarzian, Bloomington, Ind.—Denial of application for renewal of license for experimental TV station KS2XAP. See story this issue.

Hearing Designated

KSFE Needles, Calif.—Designated for hearing at Needles on July 13 application for renewal of license for frequency 1340 kc 250 w unl.

Extension Granted

WINX Washington, D. C.—Granted 30-day extension of licenses for two booster stations.

Examiner James D. Cunningham

KMPC The Station of the Stars Inc., Los Angeles, et al—Ordered that prehearing conference concerning particularly order of procedure for hearing in matter presently scheduled for June 5, will be held in office of Engineer in Charge, FCC, U. S. Post Office and Courthouse Bldg. (Room 539), Temple and Spring St., Los Angeles, beginning at 2 p.m., PST, June 4.

Hearing Designated

Robert Hecksher, Ft. Myers, Fla.—Designated for hearing in Washington on Oct. 31 application for new station on 1400 kc 250 w unl. and made WFTL Ft. Lauderdale, Fla., party to proceeding.

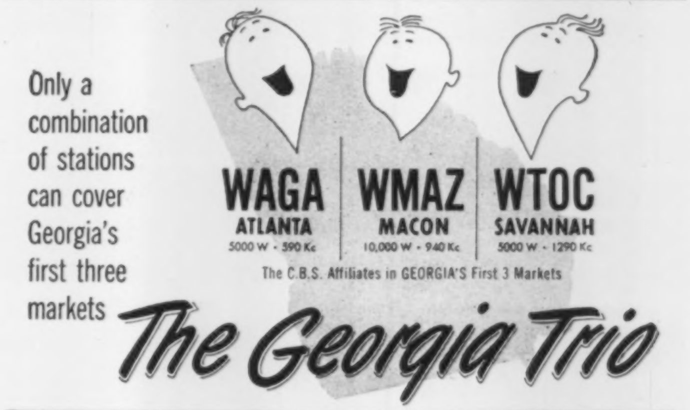
Radio Sumter, Sumter, S. C.—Designated for hearing in Washington on Nov. 1, application for new station on 1240 kc 250 w unl., and made WKDK Newberry, S. C., party to proceeding.

Gila Bcstg. Co., Winslow, Ariz.—Designated for hearing in Washington on Nov. 3, application for new station on 1010 kc 1 kw unl. DA, to determine if objectionable interference would be involved by proposed station to new Mexican notification at Agua Prieta, Soncro, or with any other existing foreign broadcast station.

(Continued on page 76)

Lever on CKNW

IN ONE WEEK during May, according to CKNW New Westminister, B. C., Lever Bros. placed the following billings with the station: Pepsodent Dental Cream, weekly half-hour live talent show for two months; Rinso, 54 announcements; Lux, 90 announcements; Lifebuoy Soap, 195 announcements (three per day), and Good Luck Margarine, 120 announcements (four per day).



Only a combination of stations can cover Georgia's first three markets

WAGA ATLANTA 5000 W - 590 Kc

WMAZ MACON 10,000 W - 940 Kc

WTOC SAVANNAH 5000 W - 1290 Kc

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by THE KATZ AGENCY, INC.

FCC Actions

(Continued from page 75)

WJPG Green Bay, Wis.—Designated for hearing in Washington on Nov. 6, application to change frequency of WJPG from 810 kc to 1440 kc, increase hours of operation from D only to unl. and install DA-DN.

KCLO Leavenworth, Kan.—Designated for hearing in Washington on Nov. 8, application to increase power of KCLO from 500 w to 1 kw, D only on 1410 kc, and made KTSW Emporia, Kan., KWBB Wichita, Kan., and KJCK Junction City Kan., parties to proceeding.

KWHK Hutchinson, Kan.—On own motion, Commission consolidated into one proceeding applications of KWHK for CP and application for transfer of control, to be held in Hutchinson, Kan., on July 18; amended issues in Commission's Orders of July 20, 1949 and March 20, 1950, designating said applications, and ordered that KAKE Wichita, Kan., be made party to proceeding with reference to those issues relating to application for CP (to change facilities from 1190 kc 1 kw D only, to 1260 kc, 1 kw unl. DA-2).

Action Set Aside

KRKO Everett, Wash.—Set aside action of April 13 denying application of KRKO for extension of completion date, and granted said application, extending completion date to Nov. 15, 1950.

KUMO Columbia, Mo.—Set aside action of March 13 denying application of KUMO for extension of completion date, and granted said application, extending completion date to Sept. 15.

Hearing Designated

WJEL Springfield, Ohio—Designated for hearing in Washington on Nov. 9 application for CP to change operation on 1600 kc from 500 w D to unl. time with 1 kw D 500 w N DA-2 and change trans. and studio locations; made WHRV Ann Arbor, Mich.; KCRG Cedar Rapids, Ia.; WBAT Marion, Ind., and State of Ill. Police Communications System parties to proceeding.

WINR Binghampton, N. Y.—Designated for hearing at Washington on Nov. 10, application for CP to change facilities from 1490 kc 250 w unl. to 680 kc 500 w-N 1 kw-D, using DA-DN; made WKOP Binghampton, N. Y., party to proceeding.

Modification of CP

WSBT South Bend, Ind.—Granted mod. CP to make changes in daytime DA pattern; eng. cond.

Order Amended

WICA Ashtabula, Ohio.—On petition to enlarge issues amended order of June 22, 1949, designating for hearing applications of WKNX Saginaw, Mich., and WKMH Inc., Jackson, Mich.

Petition Granted

West Texas Bcstrs. Inc., Plainview, Tex. and Tul'e Bcstg. Co., Tulia, Tex.—Granted petition of West Texas Bcstrs. Inc. to accept as an amendment to application for mod. CP to change frequency from 1570 kc to 900 kc and change trans. and studio location from Plainview to Floydada, Tex. D only with 250 w and said application as amended, was designated for hearing in a consolidated proceeding to be held in Washington on June 21, with application of Tul'e Bcstg. Co. applicants for new station on 900 kc 250 w D at Tulia; revised the issues in order of March 21 designating West Texas application for hearing, and removed KCBD Lubbock, as party respondent to proceeding.

Order Amended

WCAW and WGKV Charleston, W. Va. and WFLB Fayetteville, N. C.—Amended order of May 18 designating WCAW Charleston, W. Va., WGKV Charleston and WFLB Fayetteville, N. C. for consolidated hearing so as to delete WERE Cleveland, as party respondent.

Application Dismissed

The Lorain Journal Co., Lorain, Ohio—Dismissed application for a Class A FM station.

June 1 Applications . . .

ACCEPTED FOR FILING

Modification of License

WMMJ Peoria, Ill.—Mod. license to change studio location.

WLBL Stevens Point, Wis.—Mod. license to change studio location from Stevens Point to SW of Auburndale, Wis.

License for CP

WTVB Coldwater, Mich.—License for CP to change from DA to non-DA.

AM—1230 kc

KREW Sunnyside, Wash.—CP AM station to change from 1050 kc 250 w D to 1230 kc 250 w unl.

Modification of CP

WCLI Corning, N. Y.—Mod. CP AM station to change from 1540 kc 250 w D to 1450 kc 250 w unl.

WOPT Scriba, N. Y.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: KRE Berkeley, Calif.; WTRR Sanford, Fla.; WMGA Moultrie, Ga.; KRPL Moscow, Ida.; WEOA Evansville, Ind.; WMIN St. Paul, Minn.; WFOR Hattiesburg, Miss.; KOLN Lincoln, Neb.; WJRI Lenoir, N. C.; KTFS Texarkana, Tex.

Modification of CP

WOAK Chicago—Mod. CP FM station to change ERP to 8.34 kw, ant. to 208 ft.

KWKH-FM Shreveport, La.—Mod. CP new FM station for extension of completion date.

License for CP

KALW San Francisco—License for CP new noncommercial educational station.

License Renewal

WTDS Toledo, Ohio—Request for license renewal noncommercial educational FM station.

Modification of CP

WFBM-TV Indianapolis, Ind.—Mod. CP new commercial TV station for extension of completion date to 12-30-50.

WJZ-TV New York—Mod. CP new commercial TV station for extension of completion date to 6-30-51.

KECA-TV Los Angeles—Mod. CP new commercial TV station for extension of completion date to 10-30-50.

TV—66-72 mc

WBEN-TV Buffalo, N. Y.—TV station to change from metropolitan to rural type station and increase ERP from 16.2 kw vis. and 10.2 kw aur. to 100 kw vis., 50 w aur. and change studio location from Hotel Statler, Buffalo to Center St., East Aurora, N. Y.

TENDERED FOR FILING

AM—1260 kc

KUBC Montrose, Col.—CP AM station to change from 1240 kc 250 w unl. to 1260 kc 1 kw-D 500 w-N DA-N.

AM-940 kc

WTPS New Orleans—CP AM station to change from 940 kc 1 kw-D 500 w-N to 5 kw-D 1 kw-N DA-N.

SSA—1410 kc

WFCB Dunkirk, N. Y.—Request for SSA to operate on 1410 kc 500 w unl. DA-DN.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 1

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,110	185		300	282
FM Stations	701	492	260	3*	17	13
TV Stations	105	40	69		351	182

* Two on the air.

CALL ASSIGNMENTS: KASM Albany, Minn. (Stearns County Bcstg. Co., 1150 kc, 500 w day); KBOX Reno, Nev. (The Voice of Reno, 1230 kc, 250 w unlimited); KDLA De Ridder, La. (Sabine Bcstg. Co., 1010 kc, 1 kw day); KHOA-FM Inglewood, Calif. (William R. Haupt, Ch. 288); KLTF Little Falls, Minn. (Capital City Bcstg. Co. Inc., 960 kc, 500 w day); WALK (FM) New York (Atlantic Bcstg. Co. Inc., Ch. 294); WATC Gaylord, Mich. changed from WGLM (Midwestern Bcstg. Co.); WATS Sayre, Pa. (Thompson K. Cassel, 1470 kc, 1 kw day); WMLD (FM) St. Petersburg, Fla. (Charles A. Lenz, Ch. 250).

* * *

Non-Docket Actions . . .

AM GRANTS

Flagstaff, Ariz.—Saunders Bcstg. Co. granted new AM station on 1220 kc 250 w day. Estimated construction cost $9,410. Charles J. Saunders individual owner, is owner and salesman Flagstaff Nash Co. From 1941-46 he was program director and announcer WALA Mobile, Ala. Granted June 1.

Clifton Forge, Va.—Clifton Forge Bcstg. Corp., granted new AM station on 1230 kc, 250 w unlimited. Estimated construction cost $20,694. Principals in corporation include: G. R. Stevens, dentist, president 27.27%; J. C. Goodwin, lawyer, vice president 22.72%; E. A. Schellhous, professional singer and entertainer, secty-treas. 19.09%; E. T. Nicely, Nicely Bros. Ford sales and service, 3.06%; James B. Racey, real estate and insurance business, director 1.80%. There are 24 minor stockholders. Granted June 1.

Coalinga, Calif. — Pleasant Valley Radio Co., granted new AM station on 1470 kc, 500 w day. Estimated construction cost $13,999.90. Rea B. Bowman, instructor at Electronic Technical Institute and Benjamin Bowman, conductor with Pacific Electric Railway Co., are equal partners. Granted June 1.

KROX Crookston, Minn.—Granted switch from 1050 kc 1 kw day to 1260 kc 1 kw day 500 w night, DA-N. Granted June 1.

KLIX Twin Falls, Ida. — Granted modification of CP change from 1 kw unl. to 5 kw day 1 kw night directional. Cond.

FM GRANT

Fort Smith, Ark.—Southwestern Pub. Co. granted change from Class B to Class A FM station, CH. 296 (107.1 mc), ERP 320 w., ant. 220 ft. Amended revised Allocation plan for Class B FM stations by substituting Ch. 273 for Ch. 299 at Fort Smith, Ark. Granted June 1.

NONCOMMERCIAL EDUCATIONAL FM GRANT

Kalamazoo, Mich.—Western Mich. College of Education granted new noncommercial educational FM station Ch. 216 (91.9 mc) ERP 400 watts, ant. 140 feet. Granted May 31.

TRANSFER GRANTS

WNAT Natchez, Miss.—Granted assignment of license from M. T. Seale and H. J. Jennings d/b as Old South Bcstg. Co. to H. J. Jennings, Charles E. Ratcliffe, Edna R. Lambert, Laurie G. Ratcliffe and Edward G. Lambert new firm of same name. Consideration $20,000. Ownership interests: C. E. Ratcliffe, owner 25% interest in Ratcliffe plantation and stock farm, 17⅓%; L. P. Ratcliffe, 25% owner Ratcliffe plantation 17⅓%; Mr. Lambert, circulation manager Natchez Democrat, 8⅔%; and Mrs. Lambert, housewife, 8⅔% H. J. Jennings, manager WNAT 50%. WNAT assigned 250 w on 1450 kc. Granted June 1.

WAUX-AM-FM Waukesha, Wis.—Granted acquisition of control of WAUX Bcstg., licensee, through purchase of 164 sh. of stock for $16,000 by Carl Taylor from Lloyd Burlingham and Russell G. Salter. Mr. Taylor is presently ⅙ owner of licensee corporation as well as president and chief executive. Mr. Burlingham and Mr. Salter wish to reduce their holdings because of their interest in WBEL Beloit, Wis. WAUX is assigned 250 w day on 1510 kc. Granted June 1.

WFHR-AM-FM Wisconsin Rapids, Wis.— Granted transfer of control of William F. Huffman Radio Inc., licensee from Louise Huffman, executrix of the estate of William Huffman, deceased to Wisconsin Rapids Tribune Co. for consideration of $59,280. Wisconsin Rapids Tribune owns 247 sh. of 250 sh of William F. Huffman Radio and William F. Huffman Radio in turn owns 488 sh. of Wis. Rapids Tribune. There wil be no material change in proportionate ownership of William F. Huffman Radio. WFHR is assigned 250 w fulltime on 1340 kc. Granted June 1.

Deletions . . .

FOUR FM authorizations were reported deleted by FCC last week. Total to date: AM 21; FM 63; TV 2.

WKY-FM Oklahoma City, Okla.—WKY Radiophone Co. CP May 26. Request of applicant.

Baltimore, Md.—Radio-Television of Baltimore Inc. CP May 22. Devote to television.

WPJV Miami, Fla.—Hollywood Bcstg. Co. CP May 22. No future in FM.

WFTM Tiffin, Ohio—Tiffin Bcstg. Co. License June 1. Applicant failed to file renewal of application or reply to Commission notification of license expiring.

New Applications . . .

AM APPLICATIONS

Centreville, Miss. — Southwestern Bcstg. Co. of Mississippi, 1580 kc, 250 w day. Estimated construction cost $8,227.70. Applicant is licensee of WAPF McComb, Miss. AM outlet. Filed June 1.

Herkimer, N. Y.—Robert Harvard Dye, 1230 kc 100 w unlimited. Estimated construction cost $11,557. Mr. Dye is chief engineer WNDR Syracuse, N. Y. Filed June 1.

Athens, Ohio—Athens Bcstg. Co., 1580 kc, 1 kw day. Estimated construction cost $15,207. Principals in corporation include: Bartow Jones, state senator, 50% owner Wharton-Jones construction company, president Two Rivers Motor Co., 40% owner Point Pleasant Livestock Co., and other business interests, 25%; Gordon K. Bush, publisher, Messenger Pub. Co., vice president 25%; Harry M. Miller, secretary-treasurer 25% and Simpson W. Logan, 25%. Filed June 1.

Pottstown, Pa.—Pottstown Bcstg. Co., 1370 kc, 1 kw day. Estimated construction cost $18,360. Principals include: Ralph E. Mellon, transmitter engineer WTTM Trenton, 25%; Herbert Wolin, commercial manager WARD Johnstown, Pa. 37½%; Margaret Levine, radio copy director Glosser Bros. department store, 32½%; Charles K. Bentz, previously announcer WIBK Knoxville, 5%. Filed June 1.

TRANSFER REQUESTS

WVMI Biloxi, Miss.—Assignment of license from James H. McKee, Odes E. Robinson and G. E. Holmes, partnership d/b as Radio Associates to new corporation of same people, Radio Associates Inc. Ownership interests in new corporation are: Mr. Robinson 52%. Mr. McKee 38% and Mr. Holmes 10%. WVMI is assigned 1 kw day on 570 kc. Filed June 1.

KFTV Paris, Tex.—Assignment of CP from Cecil Hardy, Charles L. Cain, Merl Saxon, O. E. Smith and J. T. Smith, partnership d/b as Lamar County Bcstg. Co. to new corporation Lamar Bcstg. Co. Applicants desire to change from partnership to corporation for more efficient operation. Each partner will receive 50 sh. capital stock, par value $100, this is equal to each partners contribution to partnership. KFTV is assigned 250 w fulltime on 1490 kc. Filed June 1.

B-H Moves Office

BLACKBURN-HAMILTON Co.'s Chicago office last week was moved from 333 N. Michigan Ave. to 360 N. Michigan Ave. Office is under direction of Harold R. Murphy, who opened the branch last August and who is in charge of 11 states. Room number is 1102.

Radio's Prospects

(Continued from page 16)

Decrease, but less than 10% (17.7%)
Decrease more than 10% (5.9%)

"Advertisers agreed that more of their numbers will be using radio on a local basis. And the figures are very close to the figures for agencies.

Stations say: "More advertisers will be using radio on a local basis."

Increase more than 10% (56.9%)
Increase, but less than 10% (25.6%)
Remain about the same (11.6%)
Decrease, but less than 10% (4.7%)
Decrease, more than 10% (1.2%)

"Over 56% of the stations said that the number of advertisers using radio on a local basis will increase by more than 10% [BROADCASTING, May 15].

What will be the trend in radio stations' merchandising of sponsors' advertising? (See illustration, page 16.)

	More	Same	Less
Agencies	54%	25%	21%
Advertisers	51.5	36.2	12.3
Stations	56.8	36.9	6.3

What Will Be The Trend in Department Store Advertising?

	More	Same	Less
Agencies	45.7%	17.4%	36.9%
Advertisers	37.6	32.8	29.6
Stations	63.4	26.3	10.3

"The largest potential classification of local advertisers is department stores, which have vastly increased use of radio in several markets. They are the exception, rather than the rule.

"When asked what the trend would be in department store radio advertising, agencies, advertisers and stations all agreed that the trend was towards the use of more, rather than less, radio."

What will be the trend in automotive dealers' radio advertising?

	More	Same	Less
Agencies	41.3%	23.9%	34.8%
Advertisers	44.8	34.5	20.7
Stations	75.6	20.4	4.

"Among the advertisers, and incidentally they included two Detroit automotive company ad managers, 44.8% anticipated an increase as against just over 20% that thought there would be a decrease."

What will be the trend in appliance dealers' radio advertising?

	More	Same	Less
Agencies	36.9%	30.4%	32.7%
Advertisers	41.3	24.2	34.5
Stations	67.4	27.4	5.2

"Appliance dealers, in the postwar area, have moved way up to become a leading classification of local radio user. This is particularly true in television markets where the selling of television sets by home demonstration has called for the purchase of big blocks of time. There is a rather general agreement that this group will not only continue to use radio, but will actually increase in number."

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO
WBAL

What will be the trend in food store radio advertising?

	More	Same	Less
Agencies	47.8%	23.9%	28.3%
Advertisers	48.3	27.6	24.1
Stations	54.	39.7	6.3

"And so it is becoming more and more apparent that advertisers, agencies and stations feel that the local level of radio is going to show substantial increases in the number of advertisers using the medium."

Gambling Bill

(Continued from page 34)

gambling data by newspapers while placing certain restrictions on radio as a medium.

The substitute bill, he explained, works "no hardship on any legitimate newspaper or radio station which may continue to broadcast or publish most of the facts relating to a horse race that they are permitted to do today."

The "distinction," he felt, "is that specialized scratch sheets or radio stations . . . catering to betters or bookies cannot broadcast or publish certain specific information before the race starts." It would not apply to newspapers in states where racing is legal.

Other Sports

With respect to other sports events he stated:

The evidence before the committee indicated clearly that large scale betting takes place throughout the country on many other sporting events and contests, notably baseball. The original bill presented would have classed news relating to such events as prohibited information. The committee felt that to attempt to write a penal statute against such types of news would be not only impractical, but of serious legal validity as well as inviting large scale violations of Federal law. However, we do believe that we should make every attempt to aid local enforcement officers in coping with the betting problem by requiring the fullest public information on all suppliers and users of such information. Therefore, the bill requires communications common carriers to file with the Federal Communications Commission current lists of all lessees of circuits used for the dissemination of all sports news, including horse racing news, and the filing of the names and addresses of all persons who buy such information.

With respect to radio broadcasts, Sen. McFarland said that "all of us felt that one of the serious flaws in the (Justice Dept.) bill was that it discriminated against radio statons, by requiring an hour's delay in the broadcasting of, or the reporting of a horse race.

"We have avoided that discrimination . . . by merely prohibiting the broadcasting or television of certain information immediately prior to a race. That prohibited information has been defined as gambling information, and according to all of the evidence, is not information which the ordinary listener is interested in. This, in no way, prevents the broadcasting of the progress of a race."

A proposal that special horse race events, such as the Kentucky Derby and others, be exempt from restrictions covering time prior to races was recommended by the subcommittee but dropped by the full committee. The McFarland group had urged that stations and networks be permitted to broadcast two such events a year from each track and be guided in their selection by the "public interest" clause in the Communications Act.

Portions of the new bill as reported to the Senate:

(b) "Gambling information" is information pertaining to any horse or dog racing event or contest and (1) means bets or wagers, the scratches, jockey changes, weights, probable winners, betting odds, or changes in the betting odds, in such event or contest, and (2) is transmitted prior to the transmission of a truthful announcement that such event or contest has actually started.

(c) "Transmission or reception in interstate or foreign commerce" means transmission or reception directly or indirectly from or to any place in any State to or from any place outside such State, including a ship at sea or in the air. . . .

Sec. 3. (a) It shall be unlawful for any person to lease, furnish, or maintain any communication facility, other than a radio broadcasting facility, if such facility is used to transmit or receive gambling information in interstate or foreign commerce.

(b) It shall be unlawful for any person, by means of a communication facility, other than a radio broadcasting facility, to transmit or receive gambling information in interstate or foreign commerce.

(c) No person shall broadcast any gambling information by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of any gambling information. . . .

FOREIGN LANGUAGE PROGRAMS

Regularly Scheduled on 384 U.S. Stations NAB Finds

PROGRAMS are broadcast by 384 U. S. stations in 33 foreign tongues, according to a survey completed last week by Dr. Kenneth H. Baker, NAB research director. The 384 stations were among 1,779 AM and FM stations replying to a questionnaire covering the week of March 19-25.

Dr. Baker explained the list may be incomplete since it's composed only of stations reporting foreign language broadcasting in the survey. The list does not include foreign language lessons broadcast by stations.

Amount of weekly time devoted by stations to foreign tongue programs ranged from one to over 25 hours a week. NAB's study shows the approximate amount of time devoted to such programs as well as days of the week. Results of the study are being mailed to agencies as well as the State Dept., United Nations and transcription producers.

Languages covered in regularly broadcast programs follow: Albanian, Arabic, Armenian, Bohemian, Chinese, Croatian, Czech, Danish, Finnish, French, Gaelic, German, Greek, Hungarian, Italian, Irish, Japanese, Jewish, Lithuanian, Norwegian, Polish, Portuguese, Rumanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Syrian, Ukrainian, Yiddish, Yugoslav.

RADIO INCREASE

Seen Among TV Set Owners

RADIO listening is on the increase in homes equipped with TV receiver sets. So declared Dr. Sydney Roslow, director of Pulse Inc., New York radio-television audience research organization, at the Hollywood Ad Club on May 29.

Even when video's top shows are being telecast, radio continues to command a vast audience, he assured the advertisers and agency executives.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Marks
GOD BLESS THE CHILD
On Records: Billie Holiday—Col. 38792; Bobbe Caston — King 4354; Frankie Laine — Mer.*; Billie Holiday—Dec. 24972; Larry Darnell—Regal 3260.
On Transcription: Pee Wee Hunt—Capitol; Buddy Weed—Associated.
BMI
BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.

At Deadline...

NBC-TV RAISES RATES FOR 39 AFFILIATES

NBC has announced rate increases for 39 of its TV affiliates—26 interconnected and 13 non-interconnected stations—effective July 1, with customary rate protection through Dec. 31.

List of changes follows:

Interconnected Stations

WBAL-TV Baltimore, $550 to $750; WBZ-TV Boston, $750 to $950; WBEN-TV Buffalo, $325 to $600; WNBQ Chicago, $1,000 to $1,200; WLWT Cincinnati, $350 to $550; WNBK Cleveland, $600 to $775; WLWC Columbus, $200 to $375; WLWD Dayton, $200 to $375; WLAV-TV Grand Rapids, $200 to $250; WGAL-TV Lancaster, $200 to $300; WMCT Memphis, $200 to $300; WTMJ-TV Milwaukee, $450 to $600; WNHC-TV New Haven, $400 to $500; WNBT New York, $2,000 to $2,200; WPTZ Philadelphia, $1,000 to $1,200; WJAR-TV Providence, $250 to $300; WTVR Richmond $250 to $300; WHAM-TV Rochester, $200 to $300; KSD-TV St. Louis, $425 to $650; WRGB Schenectady, $325 to $500; WSYR-TV Syracuse, $200 to $300; WSPD-TV Toledo, $300 to $400; WNBW Washington, $500 to $575; WDEL-TV Wilmington, $200 to $300; WWJ-TV Detroit, $600 to $800; WJAC-TV Johnstown, $150 to $225.

Non-Interconnected Stations

WSB-TV Atlanta, $250 to $325; WBTV Charlotte, $175 to $225; WFAA-TV Dallas, $250 to $375; WBAP-TV Fort Worth, $250 to $375; WFMY-TV Greensboro, $150 to $200; KLEE-TV Houston, $200 to $300; KSTP-TV St. Paul, $325 to $500; WDSU-TV New Orleans, $200 to $250; WKY-TV Oklahoma City, $200 to $275; WOW-TV Omaha, $200 to $250; KDYL-TV Salt Lake City, $150 to $200; KRON-TV San Francisco, $350 to $450; KOTV Tulsa, $200 to $250.

TWO GRANTS AFFIRMED

FCC REFUSED Friday to upset its decisions authorizing (a) Texas Star Broadcasting Co. to build new Dallas station on 740 kc with 10 kw day and 5 kw night, and (b) Beer & Koehl to construct 250-w outlet on 1340 kc at Ashland, Ohio [BROADCASTING, Feb. 6]. Action came in denials of reconsideration petitions filed in 740 kc case by KTRH Houston, which lost its bid to modify daytime directional on that frequency, and KSEO Durant, Okla., which claimed some interference would be caused to its 750 kc operation; and in 1340 kc case by Mount Vernon (Ohio) Broadcasting Co., unsuccessful rival of Beer & Koehl.

WU BASEBALL DEADLINE

FCC Friday set July 5 as deadline for Western Union to comply with its order to eliminate "discrimination" found in $2-per-game extra charge for stations using WU baseball-sports service in networks [BROADCASTING, May 22]. Deadline had been omitted from original FCC order. WU has indicated it will drop extra charge but permit networking to continue.

WWSW APPOINTS BLAIR

JOHN BLAIR & Co., Chicago, has been named national sales representative for WWSW Pittsburgh, 5 kw independent, effective June 19. O. M. Schloss Jr. is general manager.

JOINS GRAY & ROGERS

CHARLES W. YEAGER, formerly of Abner J. Gelula & Assoc., Philadelphia, has joined Gray & Rogers, Philadelphia agency, as associate media director.

BULLIS DIRECTS UN FETE

HARRY A. BULLIS, of Minneapolis, chairman of board of General Mills, appointed national chairman of United Nations Week to direct organization of observance from Oct. 16 to 24. Event will climax with United Nations Day Oct. 24.

Music With Test Pattern

(Continued from page 4)

virtually all participants. (Also see story page 15.)

Thad H. Brown Jr., counsel for Television Broadcasters Assn., said FCC proposal limited flexibility in operation, cited high costs and need to build set circulation. Comr. Robert F. Jones suggested telecasters have licenses for fulltime operation and if they can't afford proper operation they may be wrong licensees. Mr. Brown said commercialization was not mentioned in FCC's notice in case and hence TBA board hadn't acted on that matter. He doubted TBA members feel any advertisers but set and service firms would sponsor TV test patterns in lieu of AM or FM programs.

Dwight Rorer, Fort Industry Co. attorney, saw no logic to forbidding all test pattern sponsors but didn't know where to draw line. He said test pattern itself was advertisement and cited TV economic situation. Chairman Coy suggested station income should relate to proper use of facility.

Joseph A. McDonald, ABC vice president and general attorney, suggested music or other material should be allowed for time equal to half regular program period for day and that oral news limit of 15 minutes should be enlarged to one hour daily. Eliot C. Lovett, attorney for KTTV (TV) Los Angeles, urged some music operation be allowed before regular programs begin to facilitate tune-in adjustment and warm-up. In explanation he said first show is hard to sell.

Bernard Koteen, representing WKRC-TV Cincinnati, said WKRC-TV is willing to agree to unintegrated programming on non-commercial basis. He was questioned closely on assertion that in some instances costs of substituting integrated programming for test patterns would be enough to make stations think it better to go off air.

Paul A. Porter, former FCC chairman, suggested on behalf of Paramount Television Productions that telecasters be permitted to play background music with test patterns, stills or commercial announcements, on condition that for each hour of such programming they carry "a certain percentage" of live or film programming. When he suggested ratio might be 15 minutes of regular programming for each hour of unintegrated operation, Chairman Coy observed that that would be "getting the cart before the horse in the real sense."

WIBK DENIED PETITION

WIBK Knoxville, Tenn., denied reconsideration Friday of FCC's decision refusing issuance of license to cover its permit and Commission gave station 30 days to wind up affairs [BROADCASTING, Aug. 15, 1949]. FCC said its findings and conclusions that principal owner, Rev. J. Harold Smith, was not qualified to be a licensee "are fully justified and required by the evidence of the record." WIBK reported it will appeal ruling to U. S. Supreme Court if necessary. FCC considered moot bid to transfer Rev. and Mrs. Smith's interests to James T. Cox Jr. and C. L. Schenck.

SAVINGS ASSN. BUYING

FIRST FEDERAL SAVINGS ASSN., Lincoln, Neb., has bought World Broadcasting System's *Forward America* series on seven stations and contemplates expansion to others, through Ayres Adv. Inc., Lincoln.

Closed Circuit

(Continued from page 4)

tions on ground of possible misuse for political broadcasting (see page 18), is causing some amusement. Only purchaser of "political" spots on TR, certain stations report, has been CIO itself—and to build regular audience for recent nationwide address of CIO President Phil Murray.

TELEVISION Film Industry Committee planning to ask AFM President James C. Petrillo for meeting on rates immediately following windup of AFM national convention; will ask for specific rate covering overall use of musical films (both theater and telecast), with 50% of that rate as fee for TV use only.

BLOCK DRUG Co., through Cecil & Presbrey, New York, adding stations in scattered markets for its Polident tooth powder.

DICTAGRAPH Corp. (hearing aid) currently running TV spot campaign in New York, considering national radio spot campaign through its new agency, Maxwell Sackheim, New York.

McDONALD REPLIES

COMMDR. EUGENE F. McDONALD, president, Zenith Radio Corp., following FCC action in withholding approval of time extension for Phonevision tests (see story page 54), Friday stated in letter to FCC that Zenith's letter to manufacturers was "marked confidential and not intended for publication." Purpose of letter, he said, was to suggest to manufacturers that decoder outlets be included in TV sets now so that if and when FCC approves Phonevision, public would be able to have necessary decoding unit installed at "great saving." He further told Commission if it [FCC] "feels that it is not in the public interest for us to continue to suggest to our competitors that they help protect the public . . . we will on your request withdraw that offer" and make no further suggestions to manufacturers. Regarding newspaper ads which asserted "Phonevision will soon be here," Commdr. McDonald said: "Zenith has never published or approved any advertisements containing this language."

POWERHOUSE INCREASE

WALTER H. JOHNSON Co. (Powerhouse candy bars), sponsor of *Captain Video*, Monday, 7-7:30 p.m. on DuMont TV Network since January, doubles its appropriation on network. Beginning June 6 company will sponsor show on two nights, Tuesday and Thursday (in same time) and add four stations, bringing total number of stations carrying show to 11. Franklin Bruck, New York, is agency.

LOBBY GROUP ATTACKED

RESOLUTION to ban activities of House Select Lobbying Committee threatened Friday by Rep. E. E. Cox (D-Ga.) in statement attacking "outrageous and scandalous assumption of power" by group for requesting itemized expenditures from RCA and 166 other business firms. Rep. Frank Buchanan (D-Pa.), committee chairman, refused to rescind request (early story page 46).

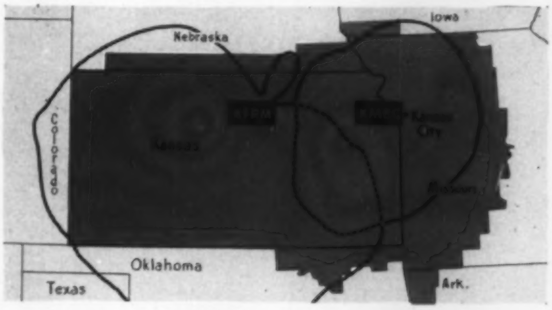
RECORD FIRMS INDICTED

FOUR MAJOR wholesale record distributors, including Decca Distributing Corp., New York and Philadelphia, and Capitol Records Distributing Corp., Hollywood and Philadelphia, indicted Friday by Federal Grand Jury in Philadelphia. Indictment based on charges of conspiracy to fix prices.

The KMBC-KFRM *Team*
Wins Again!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan — just off the press — shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made — and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, *current proof*, not moth-ball evidence.



Daytime half-millivolt contours shown in black.

THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM *Team* with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America's foremost radio engineers, to enable The Team to effectively cover Kansas City's vast trade territory (a rectangle—not a circle), The Team offers America's most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.

The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC